



DIAMOND JUBILEE

**SOUVENIR
PROGRAM
\$1.00**

CALGARY STAMPEDE · JULY 6-15, 1972 · THE GREATEST OUTDOOR SHOW ON EARTH



Bank of Montreal

The First Canadian Bank

Here in Alberta there's a lot of room and lots of friendliness to spread around in it. Seems like everyone who comes here feels welcome right away.

We've enjoyed that feeling since 1886.

We're happy to be a part of Alberta. We know what life is like here, and we know what Albertans want to get out of it.

We'd like to help you get it. The Bank of Montreal wants you to enjoy life. **We want you to get your money's worth.**

How the West won us.



CALGARY STAMPEDE SOUVENIR PROGRAM

This Diamond Jubilee program was produced by the Calgary Stampede in association with the Calgary (Downtown) Kiwanis Club which uses their share of the proceeds from the sale of advertising and programs to maintain Camp Kiwanis, a summer camp for underprivileged children.



PROGRAM SPONSORS

Alberta Wheat Pool
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1972 DIAMOND JUBILEE CALGARY STAMPEDE

Come on! Perk yourself up with some real western duds and join the Calgary Stampede **Diamond Jubilee**.

This year marks sixty years of progress, providing spectators with the best in entertainment and rodeo thrills at the "Greatest Outdoor Show on Earth".

The action comes to a head in the afternoon with the biggest and most rambunctious rodeo in the world. World champion cowboys compete in all the regular rodeo events along with an exhibition of old-time bronc riding as it was done way back in 1912. And there's the wild buffalo ride that you can see nowhere else on the continent.

Champion cowboys competing in the afternoon and the world famous chuckwagon races in the evening just before the Grandstand show — all competing for a record total of over \$110,000 in total prize money.

The Young Canadians of the Calgary Stampede, a group of young Calgarians rapidly reaching star status, are featured in the evening Grandstand Performance in a fanciful salute to the great entertainment of the past sixty years. They are joined by Wilf Carter, the grand old gentleman of country music; the Agostinos, an exciting comedy acrobatic adagio act; Bob Williams and his dog Louie along with Johnny Puleo and his Harmonica Gang and the Rudenko Brothers, jugglers extraordinaire.

In between times, if you're looking for a little culture, wander over to Flare Square and Arts Alive. Everything that can conceivably be called art is represented and you

can even try a few things yourself. Pottery making, theatre, oil painting and silversmithing are only a few of the fields represented there. Arts Alive is a festival of sound, shape, color and action, all in a beautiful setting surrounded by greenery.

There's the Stampede Saloon inside the Corral. Stop in, rest awhile and take in some great entertainment along with some cooling refreshment. The Stampede Saloon features entertainment and relaxation in a cool atmosphere all day long.

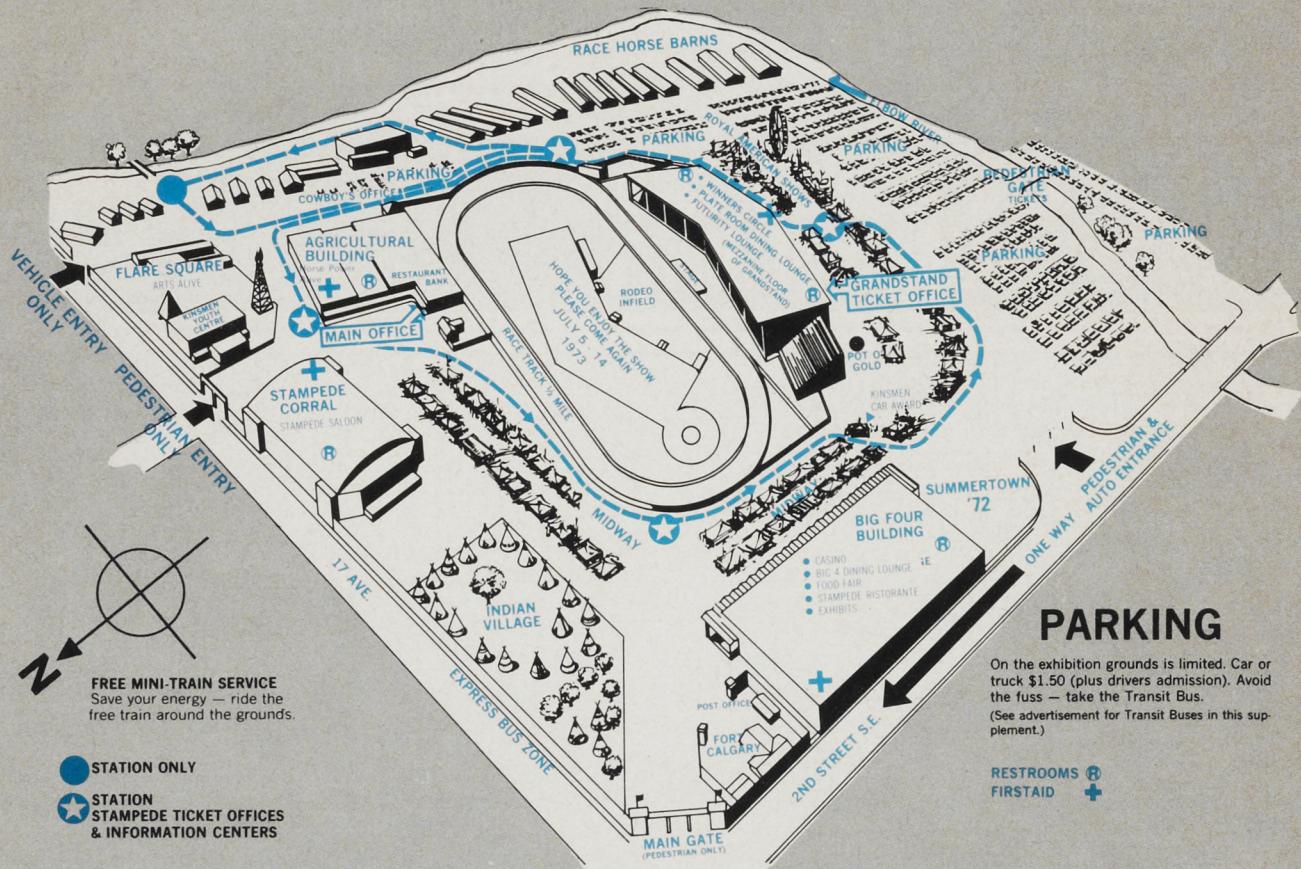
On your way over to the Big 4 Exhibits Building to take in the Frontier Casino and Food Fair on the lower floor and the numerous interesting exhibits on the upper floor, stop in and visit with some of Canada's first citizens in the Indian Village. The Village is home for the duration of Stampede for representatives of the Sarcee, Blackfoot, Peigan and Stony tribes who give you a realistic look at tribal life as it was many years ago.

The Midway should also be on your list of things to see and do at the Calgary Stampede. It holds a special attraction for children of all ages. Perhaps it's the glitter and hoopla of the rides, the glowing hypnotic appeal of the rotating neon lights or the fascinating games.

The Calgary Stampede is many things rolled under one heading and the Diamond Jubilee is the very best yet. So come on along — and don't forget—at the Stampede, everybody dresses western!!



STAMPEDE GROUNDS



Burns

The Traditional Brand
for Good Eating...



As Burns cattle operations grew, so the brand became a byword across the West. Today Burns Foods Limited are continuing in the same tradition, and the is today well known as the brand from the Atlantic to the Pacific.

W the most familiar cattle brand in the Old West, although Burns had many brands for his cattle and horses, the reverse NL became the most famous and well known, indeed, it is still in use on Burns cattle today.

The brand best represents Pat Burns' faith in his fellow man, it means "Never Lock", and Burns never had a lock on range gates anywhere.

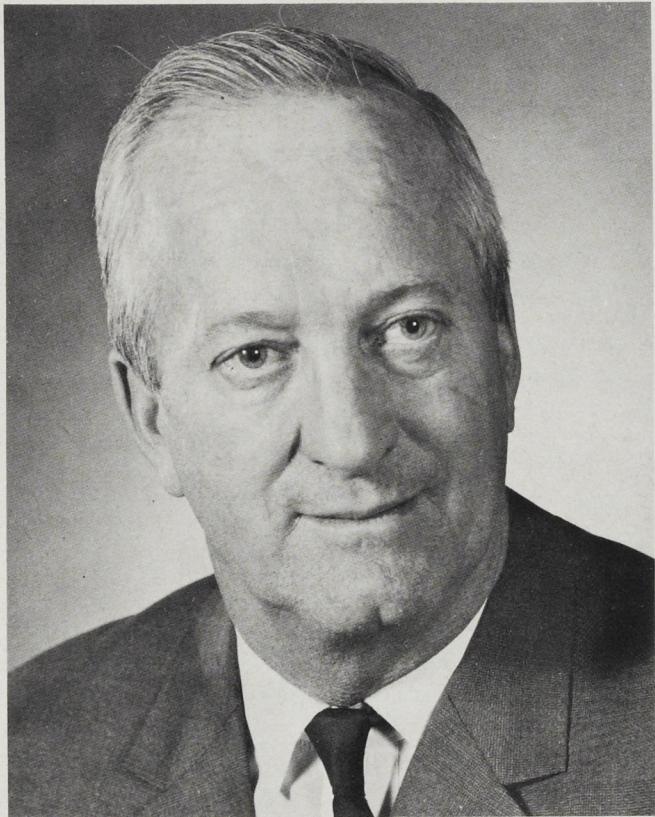
Burns



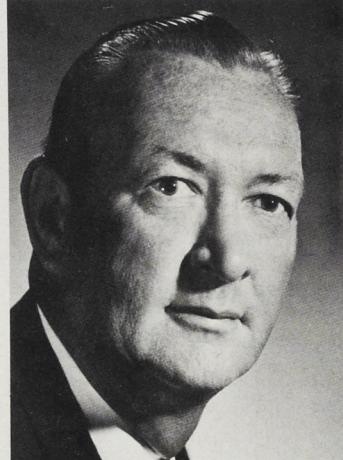
HONEST TO GOODNESS VALUE... SINCE 1890 AND GETTING BETTER ALL THE TIME



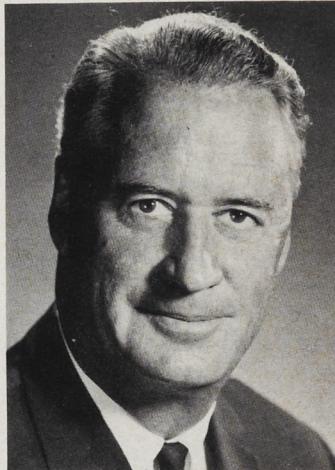
Calgary Stampede



GEORGE L. CRAWFORD, Q.C.
President



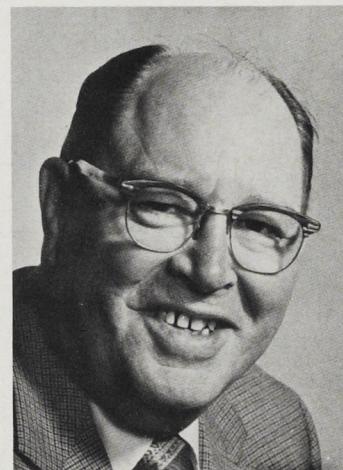
J.F. D'ARCY
Vice-president



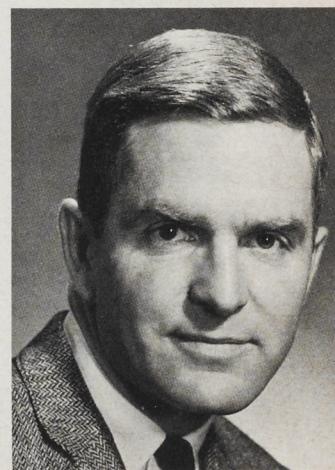
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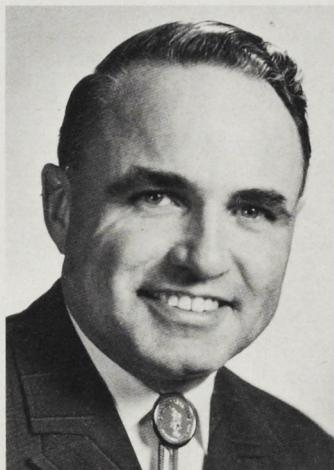
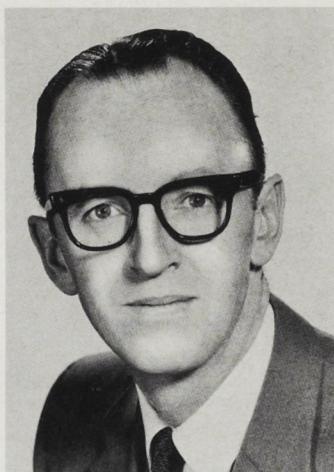
ALD. DON HARTMAN
Director, representing City



ALD. PETER PETRASUK
Director, representing City

MAYOR ROD SYKES

Patron



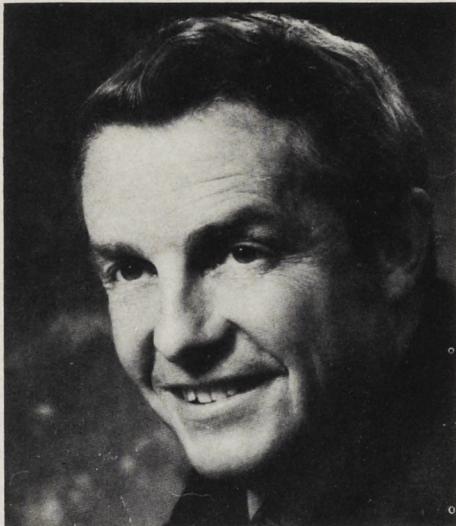
BILL PRATT
General Manager

The Calgary Exhibition and Stampede is a community-owned organization administered by a volunteer Board of twenty elected and four City-appointed Directors. In addition to the Board of Directors there are nearly forty committees, involving hundreds of volunteers, which organize and conduct the diversified year-round programs sponsored by the Calgary Stampede. Among others these include Ice Capades, Agricultural Shows and Sales, Rodeo Royal, Karneval, Horse Show, Rodeo College Thoroughbred Racing, Sweepstakes, Stampede Band, Fashion Shows, Oktoberfest, numerous Road Shows — and, of course, the world-famous Calgary Stampede.



Premier Lougheed

TO OFFICIALLY OPEN THE STAMPEDE



THE HONOURABLE PETER LOUGHEED

The Honourable Peter Lougheed, Premier of Alberta officially opens the 1972 Diamond Jubilee Calgary Stampede. Mr. Lougheed is a native Calgarian and graduate in law of the University of Alberta and holds a Master of Business Administration Degree from Harvard University.

Mr. Lougheed has a special interest in the Calgary Stampede, having served as a Director and as chairman of the Grandstand Attractions Committee. As Premier of Alberta he is now a Patron of the Calgary Stampede.



Honoured Guest



KAREN MAGNUSEN

Karen is the 1971 North American and Canadian Ladies Figure Skating Champion. Her meteoric rise to the top echelons in world figure skating has been exemplified by outstanding performances such as the one at the World Figure Skating Championships held in Calgary in March of this year. She received a standing ovation from the spectators and took home a Silver Medal as testimony to her skating style and grace.



captivating calgary



There's a lot more to Calgary than just the Stampede. Although the same spirit that is symbolized by the Stampede has given the city its zest for life. Capture the spirit of the frontier mixed with a city very much in the twentieth century. Plush hotels and soaring buildings rise above the city creating a skyline that rivals the nearby Rocky Mountains, only forty miles away.

You'll find everything from the Calgary Philharmonic Orchestra to discotheques. Plus Canada's largest zoo and dinosaur park, live theatre and a lively arts centre. Our challenging golf courses, swimming pools and dozens of beautiful parks await your pleasure. And within minutes of the city you can ski, fish and hunt.

But, take time out and look at Calgary's industrial potential. We have several, planned industrial parks and abundant low-cost supplies of natural gas, water and power. There is room to grow and prosper. Call Ken Ford at 269-0222 or clip the coupon. Captivated? You soon will be.

TO KEN FORD, DIRECTOR,
INDUSTRIAL DEVELOPMENT, P.O. BOX 2100,
CALGARY 2, ALBERTA, CANADA.

I'd like to know what Calgary has to offer people and industries. Please send the complete Calgary story.

Name _____

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THE CITY OF CALGARY
Department of Industrial Development Calgary, Alberta, Canada.



STAMPEDE PARADE GRANDMARSHALL



CHIEF DAN GEORGE

Chief Dan George was born in 1899 on the Burrard Reserve in North Vancouver, where he still resides. He worked as a longshoreman until he was forty-seven when an injury made the heavy work impossible.

Chief Dan is a well-known and revered Canadian actor whose numerous roles on stage, screen, television and radio have brought him to the front ranks of North American celebrities. He is probably best known for his Academy Award nomination performance as "Old Lodgeskins" in Arthur Penn's production of "Little Big Man."



INDIANS OF ALBERTA

The Indians of Southern Alberta are honoured guests of the Calgary Exhibition and Stampede. At the Indian Village, just inside the main gate, visitors can step back into time and enter the fascinating heritage of a proud people.

The Sarcee, Blackfoot, Peigan and Stoney Tribes are all represented. The Sarcee, known as strong and haughty warriors, originated from the Iroquois of the East. Their



Nat Hunter
of the Stony Indian tribe

numbers were diminishing but have now again grown substantially. The Blackfoot were leaders of the other tribes, with the exception of the Sarcee, under the Blackfoot Confederacy. The Peigan were a wandering people, actually a branch of the Blackfoot and the Stony were a mountain people, always living close to the majestic Rockies.

The Indian Tribes of Southern Alberta hold an intense pride in their heritage and constantly strive to keep their ceremonies, crafts and culture of yesteryear alive within a modernistic approach to present-day life. They still perform many of their original dances — for the Sun and Rain and Dances of the Prairie Chicken and the Owl. Costumes worn are original and beautiful with many distinct but subtle differences.

Teepee designs are handed down from generation to generation. Originally obtained from a dream or vision, each design tells a story and is kept in only one family.

Step into the Indian Village, visit with Southern Alberta's Indians in their homes and learn a little of their tremendous and magnificent heritage in a setting reminiscent of the early Canadian West.

CALGARY STAMPEDE HISTORY



The annual Calgary Exhibition and Stampede is much more than a great rodeo. It is a tradition, helping to keep alive the colour and glory of the west and an inheritance from the days when Calgary first became the heart of the ranching and cattle industry of western Canada.

In 1912, a rangy cowpuncher, Guy Weadick, came to Calgary and after a time managed to interest four prominent cattlemen, Senator Pat Burns, A.E. Cross, George Lane and A. McLean, in financing a venture planned as the greatest frontier days show ever held in North America. Weadick called it "The Stampede", and the prize money was \$40,000 in gold. Cowboys from all over Canada, the United States and Mexico answered the call. The show was held at the Stampede Grounds in September, 1912 and was opened by the Governor General of Canada, the Duke of Connaught, a son of Queen Victoria.

It rained much of the time, but the show went on as scheduled and World Championships were awarded in all events. A Blood Indian cowboy named Tom Three Persons subdued a wild bucking horse called Cyclone to bring the first Saddle Bronc Riding Championship to Canada. Three Persons received \$1,000 in cash, a hand-made saddle and the gold, championship belt buckle. Glen Gardner, a prominent rancher in the Calgary district until his death in 1963 was declared the All-Around Champion of the first Stampede.

In 1923 the Stampede became the feature of the Annual Industrial Exhibition that had been held since 1886 and the show became known as the Calgary Exhibition and Stampede.

As early as 1923, Weadick had decided that the Calgary Stampede needed one extra big punch to set it apart from other frontier days shows. He wanted something that would fill the centrefield and race track with men and horses in one thrilling event. He had a germ of an idea from his experience on the range watching some of the cattle round-up crews race their chuck-wagons that last half-mile or so into a town at the conclusion of a round-up.

Weadick received an enthusiastic response to his idea from the Stampede management and the first chuck-wagon race in world history, under competitive rules, was advertised for the 1923 Stampede.

The rules were somewhat different from today's: each chuckwagon outfit had to be complete with regulation chuck box, water barrel and camp stove. The wagon was drawn by four horses with four outriders and four teams to a heat. The wagons started just as they do today, from the centrefield, around the barrels in a figure eight and out onto the track for the race. The

first team to get back to the centrefield, unhitch the team, haul out the cook stove, get a fire started and "make smoke" was the winner. The first purse was \$300 and from 1923 till now the purse money for the chuckwagon races has grown to over \$45,000.

The Calgary Exhibition and Stampede has grown throughout the last sixty years from a one-a-year Stampede, that attracts in excess of 900,000 people to a year-around entertainment complex featuring everything from curling, hockey and ice shows to thoroughbred racing, livestock shows, circuses and indoor rodeo, all of which attract in excess of two and one-half million people a year.

The Calgary Stampede owns over 280 head of horses on a 21,000 acre ranch, 130 miles Northeast of Calgary. In existence since 1962, the Stampede Ranch represents the only rodeo in Canada that raises its own stock.

The ranch is the scene of an experimental breeding program that is attempting to produce, through selective breeding those special horses that like to buck off cowboys. The famous Cindy Rocket, World Champion Bucking Horse in 1969 is one of the off-spring of the breeding program.

With all the year-around activities on the grounds, the high-light of the year for Calgarians and visitors is still the Stampede. This year Calgary celebrates its sixtieth year and Diamond Jubilee, and every one of the 115 acres on the grounds offers some kind of entertainment for the entire family.

Exhibition executives and other interested in every form of outdoor entertainment have attempted to put their finger on the reason for the continued success of the show and they invariably reach the same conclusion. Calgary, a progressive and growing city in the heart of Alberta's ranching district and the crossroads of the West is the ideal location for such an event in that it can draw hundreds of cowboys and Indians from the surrounding area as well as from throughout North America — a thought Guy Weadick undoubtedly had in mind the day, in 1912, when he first came to Calgary.

The Stampede also has the advantage of being a community-wide effort, with prominent men from every area of business giving freely of their time and effort without remuneration. It has been described as the best organized effort of its kind on the continent.

The Calgary Exhibition and Stampede is a non-profit organization operating in the heart of the city and any surplus revenue is spent on upkeep and improvements to the grounds and where necessary, the building of new structures including a \$10,000,000 Grandstand-Race-track complex scheduled for completion in the next two or three years.



Woodward's

CHINOOK RIDGE • MARKET MALL

Presents ...

Acme boots by Greb ...
Canada's leading boot-
maker. A wide selection of
styles for the entire family.



"Stampede Queen Patti Girling and her two princesses Dawn Maclean and Diane Wallace received a pair of distinctive Parade boots compliments of Woodward's. These boots were specially made by Greb Shoe Company of Canada."



ACME
BOOTS
by GREB

KICK-OFF PARADE GRAND MARSHALL



MICKEY MOUSE

Mickey Mouse, the Stampede Kick-Off Parade Grand Marshall, is in Calgary directly from Disneyland. Mickey was born in 1928, from the fertile mind of Walt Disney and has since become one of the world's best known and loved cartoon personalities.

TROPHY SPONSORS

"THE T. EATON COMPANY LIMITED TROPHY"

To the Champion Saddle Bronc Rider, a beautiful gold wrist watch donated by The T. Eaton Company Limited, Calgary, Alberta.

"HOTEL PALLISER SPECIAL"
The Hotel Palliser has contributed \$50.00 prize money.

"HENRY BIRKS AND SONS LTD. TROPHY"

To the Champion Bareback Bronc Rider a solid gold and silver belt buckle, donated by Henry Birks and Sons Ltd., Calgary

"THE ESSO SPECIAL"
Imperial Oil Limited of Canada has donated \$200.00 prize money.

"FORMAN'S HATS"

Forman's Men's Shop donates a cowboy hat to the winner of the Saddle Bronc Championship, Bareback Bronc Championship, Bull Riding Championship, Calf Roping Championship, and Steer Wrestling Championship

"THE CHUCK McNAUGHTON SPECIAL"
Mr. Chuck McNaughton, President, General Supplies Limited, Calgary's Chevrolet and Oldsmobile Dealers, will present to the winners of the Wild Horse Race, three pairs of cowboy boots.

"MORRIS SHORTT SPECIAL"
To the winners of the Wild Cow Milking Championship, Morris Shortt donates two "Sportsman's" watches.

"ALBERTA DISTILLERS LIMITED TROPHY"
To the winner of the Novice Saddle Bronc Riding Championship, a beautiful gold and silver belt buckle suitably engraved, donated by Alberta Distillers Limited, Calgary.

"THE GEORGE LEACOCK MEMORIAL SPECIAL"
Presented by Mr. G. E. Dunfield, President of Moloney Electric Co. of Canada, Limited, a silver

The beautiful new bronze rodeo trophies on page 32 and 33 were sculpted by Alberta artists. They will be given to the winners at the Calgary Stampede in their respective events each year through 1976. The donors receive the first copy of each trophy for their collection.

belt buckle to go to the contestant making "THE FASTEST QUALIFIED TIME ON ONE CALF" during the Calgary Stampede.

"THE MOLONEY ELECTRIC SPECIAL"
Donated by Mr. G. E. Dunfield, President of Moloney Electric Co. of Canada Ltd., a silver belt buckle to go to the contestant making "THE FASTEST QUALIFIED TIME ON ONE STEER" during the Calgary Stampede.

"UNITED GRAIN GROWERS AWARD"
United Grain Growers donate a silver belt buckle to the owner of "THE TOP ROPE HORSE" at the Calgary Stampede.

"CALGARY STAMPEDE BUFFALO RIDING CHAMPIONSHIP"
A silver belt buckle donated by the Calgary Exhibition & Stampede to the winner of the Buffalo Riding Championship.

"THE BOULET BOOT TROPHY"
G. F. Bletcher Ltd., local distributor for G. A. Boulet Ltd. donates 24 pairs of boots to the top two Canadians or top Canadian team in 10 events at the Calgary Stampede.

"GRAND CHAMPION AWARD"
Warren Wager of Wager Agencies, Calgary, has donated a "Grand Champion" Stetson hat to the winners of the following Championships: Saddle Bronc, Bareback Bronc, Bull Riding, Calf Roping, and Steer Wrestling.

"THE T. EATON CO. TROPHY"
A watch, suitably engraved, will be presented to the winner of the Boys' Steer Riding Championship donated by The T. Eaton Company Limited, Calgary.

"THE GREAT WESTERN GARMENT SPECIAL"
The winner of the Boys' Wild Steer Contest will receive a silver belt buckle, suitably engraved, donated by the G.W.G. Co. Limited, Edmonton.

"SILVERWOOD DAIRIES SPECIAL"
Silverwood Dairies Limited, Calgary, donates to the four outriders of the Champion Chuckwagon Outfit, four gold and silver belt buckles, suitably engraved.

"G.W.G. CHUCKWAGON SPECIAL"
The Great Western Garment Company of Edmonton donates to the driver and four outriders of the Champion Chuckwagon Outfit, a suit of "Cowboy King" jacket and jeans.

"THE BOB HARRISON AWARD"
R.H.C. Harrison, Q.C., Calgary, donates the trophy and an award of \$100.00 cash to the contestant judged having made "THE WILDEST QUALIFIED RIDE OF THE STAMPEDE" in any of the riding events.

The judges' decision will be final.

"UNITED GRAIN GROWERS SPECIAL FOR OUTRIDERS"
The United Grain Growers Ltd. donates \$100.00 to the four outriders having the smallest amount of penalties assessed to their wagon for the nine elimination days of the Chuckwagon Race, exclusive of penalties due to driver or outfit.

This prize will apply only to wagons finishing among the sixteen final money winners, and will be divided:
1st - \$60.00 to be divided \$15.00 to each outrider.
2nd - \$40.00 to be divided \$10.00 to each outrider.

"GUY WEADICK MEMORIAL TROPHY"
The three finalists will each receive:
A pair of Boulet Boots donated by G. A. Boulet Ltd., St. Tite, Quebec; a cowboy hat donated by the American Hat Company of Houston, Texas; and a Winchester Northwest Territories Centennial Rifle donated by Winchester Western (Canada) Limited.

The winner will receive:
\$600.00 cash donated by the Calgary Exhibition and Stampede;

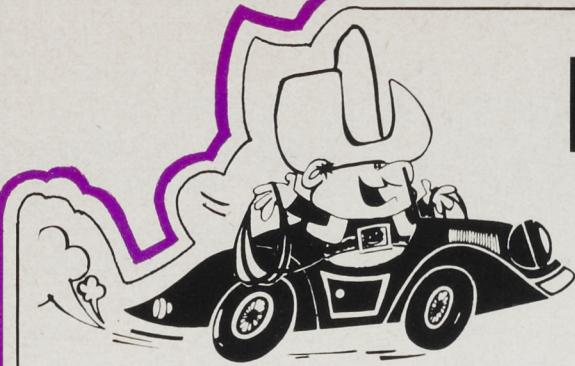
The Guy Weadick Memorial Trophy. This is a perpetual trophy and will not be won outright. The winner will be presented with a Beil Shadow Box.



1972 STAMPEDE QUEEN AND PRINCESSES



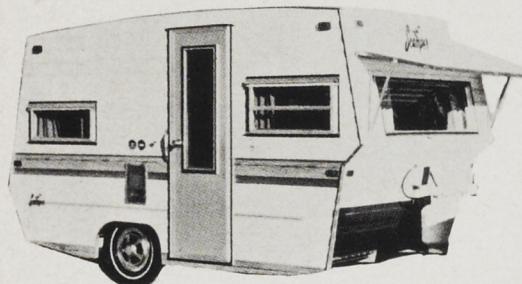
Left to right: 1972 Stampede Queen Patti Girling, Princesses: Diane Wallace, Dawn McLean



KINSMEN CAR AWARD

TICKETS \$1.00 EACH OR 7 FOR \$5.00

TICKETS SOLD ON THE GROUNDS ONLY



◀ GRAND
PRIZE



TRUCK & CAMPER AWARD

Beautiful Chevrolet
3/4 ton truck and
Scamper truck camper

PLUS

Yamaha 100 cc Bike
and carrier

PLUS

Yamaha 8' Car top boat

PLUS

Yamaha 3 1/2 h.p.
motor

TICKETS 3 FOR \$1.00



Help the Kinsmen help the kids

What's the Best All-Round Rider Pant?



Ask Tom Bews

Canada's 1966 and 1971 Champion All-round Cowboy, Tom Bews, has been winning in style for years. He wears GWG KINGS, the authentic western riders. GWG KINGS are cut for clean good looks and effortless action; built with uncompromising quality from exclusive GWG BUCKSKIN DENIM. There's a GWG style for every taste — from Regular Riders to the smart New Slim Rider that falls neatly over your boots. When you want all-round quality and all-round selection, it pays to look for the GWG label. The all-round champion.

**COWBOY
Kings**



GWG LIMITED

EDMONTON ALBERTA

GLOSSARY OF RODEO TERMS



Association Saddle — Any saddle built to definite R.C.A. specifications and design and used in saddle bronc riding. It may belong either to the contestant or the rodeo producer.

Barrier — A rope stretched across the front end of the box from which the roper's or steer wrestler's horse comes when the barrier flag drops. According to the arena conditions, the stock is given a predetermined head start, or score, marked by a scoreline.

Breaking The Barrier — If the contestant rides through or breaks the barrier before it is released a penalty of ten seconds is added to this time.

Contract Acts — Any act that is retained on a contract by the rodeo committee to perform in the arena. Contract acts do not compete for prize money.

Day Money — The amount of prize money paid to the winners of each go-round.

Entry Fee — The money paid by a contestant to the rodeo secretary before he can enter an event or rodeo. The size of the fee varies with the amount of the rodeo purse, ranging from \$10 at the smallest rodeos to a maximum of \$100. Contestants must pay a separate entry fee for every event they compete in.

Hazer — A cowboy who rides along beside a steer on the opposite side from the steer wrestler to keep the steer from running away from the steer wrestler's horse.

No Time — When a flag fieldman waves "No Time" it means that the contestant has not caught or thrown his animal properly and receives no time on that animal in that go-round but is still entitled to compete in the next go-round.

Pickup Man — A mounted cowboy who helps the rider off a bronc when the ride is completed. The pickup man then removes flank strap from the bronc and leads it out of the arena.

Pigging String — A short piece of soft rope by which a roper ties together the feet of a roped calf or steer.

Prize Money — Money paid to the winners of the various events in a rodeo. It is comprised of the purse put up by the rodeo committee and the entry fees paid by all of the contestants.

Pulling Leather — When a bronc rider holds on to the horn or any part of the saddle, he is said to be pulling leather.

Pulling leather disqualifies a saddle bronc rider if it is done before the ride is completed.

Score — The distance between the chute opening and the scoreline, or the amount of head start given to a steer or calf in a roping or steer wrestling event. The length of the score is usually determined by the size of the arena or other local conditions.

Untie Man — An arena employee who, after the flag-man has signalled that a tie has qualified, releases the calf or steer from both the rope and the pigging string. Untie men usually work in pairs.

Average — Contestants in rodeos with more than one go-round are paid off in prize money for the best average of all go-rounds. The winner of the average is the winner of that event at the rodeo.

Go-Round — That part of a rodeo that is required to allow each contestant to compete on one head of stock. The number of go-rounds in a rodeo may vary from one in a small one-day contest to as many as seven or more in the larger rodeos.

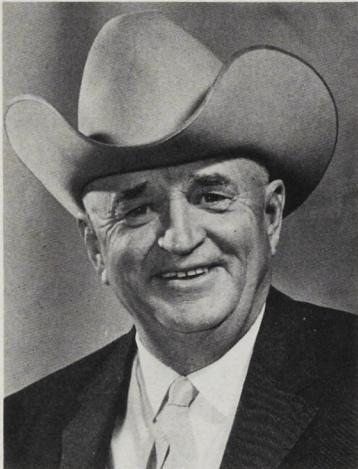
Ground Money — When all the contestants entered in an event fail to qualify so that no one wins, the purse and entry fees for the event are split equally among all the entrants in the event.

Jack Pot — An event for which no purse is put up by the rodeo. Winners split all or part of the entry fees.

Re-Rides — Another ride given to a bronc rider or a bull rider in the same go-round when the first ride is unsatisfactory for any of several reasons, such as horse falling, not bucking.



RODEO ANNOUNCERS

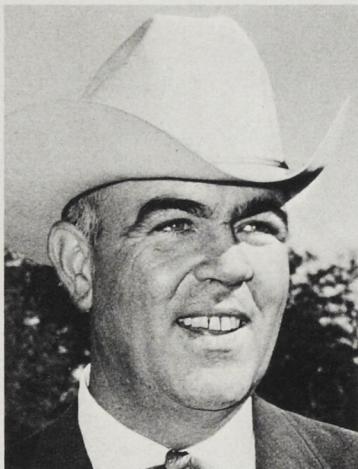


WARREN COOPER

There is no man in Canadian rodeo better qualified to explain all the action as it unfolds in Centrefield than Warren C. Cooper, a native of nearby Nanton, Alberta.

Known as the Voice of Canadian Rodeo, "Coop", with his hand-rolled cigarettes and quick wit, has literally lived rodeo all his life, having served as the voice of the Calgary Stampede for over 30 years.

Coop will keep you abreast of which contestant is coming out of which chute, relay the times or points scored by each competitor, and pass along historical and personality sketches of the cowboys between events. And he'll also ham it up with the rodeo clowns, serving as their contact man with the audience.

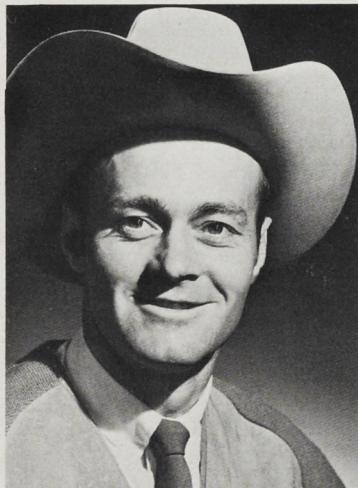


SENATOR CLEM McSPADDEN

Senator Clem McSpadden of Claremore, Oklahoma, vividly describes each timed rodeo event as it happens in the arena. A veteran of fourteen years in the Oklahoma State Senate, Clem is a two time President of that body.

Clem has received many awards from the rodeo world, being selected in 1967 as Rodeo Man of the Year by the International Rodeo Management Commission.

With his wife Donna, and two year old son Bart, Clem ranches on the Tub Handle Ranch in northeastern Oklahoma settled by his grandparents in 1886.



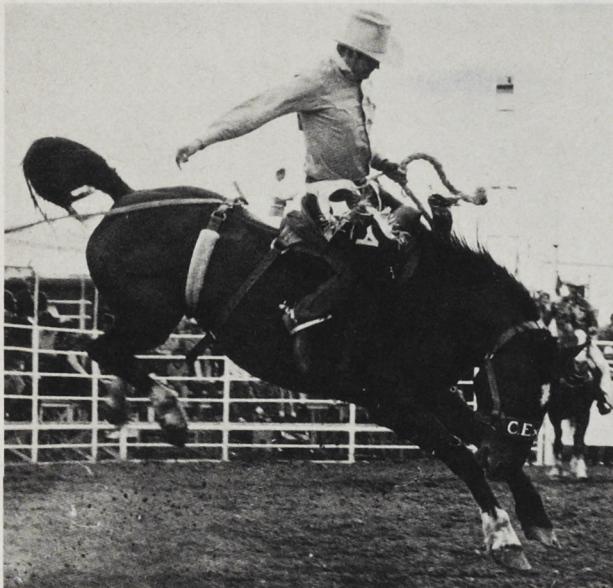
ARENA DIRECTOR

WINSTON BRUCE

Winston Bruce is no stranger to the rodeo infield, either behind the chutes or out in front as Arena Director. Born in Stettler, Alberta, Winston has competed in rodeo events since 1952 and became Canadian Saddle Bronc Champion in 1954 and 1955. He was the Professional Saddle Bronc Champion for Canada in 1957 and 1958, and stood second in the World Championships in 1959. Finishing in the top three for the world for seven years, his biggest year came in 1961 when he captured the coveted World Saddle Bronc Championship. Winston is also the official Arena Director for Rodeo Royal, the Calgary Stampede's indoor rodeo held in the spring.

SADDLE BRONC RIDING

PURSE \$11,025 AND TROPHY



On leaving the chute, the rider tries at once to find proper "timing" with the bronc's action; his spurred feet falling into rhythmic stride, going to the animals shoulders as it kicks high, moving back to the cantle of the saddle as the bronc jumps.

Buck-offs are caused by too long a rein, which lets the rider back on the cantle and then throws him forward; too short a rein, pulling him over the horse's head; a foot catching momentarily in the animals shoulder, which levers the rider off on the side the foot hangs up.

A rider is disqualified for failing to keep his spurs over the point of the animals shoulder until after the first jump out of the chute; touching animal or equipment with free hand; losing a stirrup or bucking off before the official end of the ride. The ride can be 8, 9 or 10 seconds long. Choice is the stock contractor's, usually based on the size of the arena. At Calgary, the Saddle Bronc ride is usually 9 seconds.

HINTS ON JUDGING SADDLE BRONC RIDING



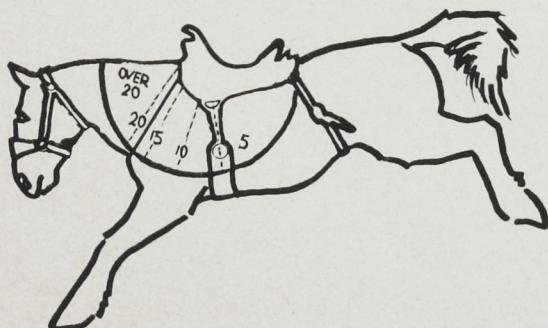
In all the riding events the animal is scored on the basis of 1 to 25 points depending on his ability to unseat a rider. Rider is scored also from 1 to 25 points on control of the ride, style and the important item of spurring.

Credit is to be given the rider who opens up on a horse right out of the gate, not feeling him out for a

few jumps until some of the sting is gone.

Bronc riders spur with a raking motion; ideally, from high as they can reach in the neck to the cantle, called a full stroke. The most obvious deciding factor that culls the men from the boys is the spurring done ahead of where the collar fits. Spurring means just what it says, not just waving your feet around.

(With toes out, spurs against horse)



NEAR PERFECT	25	Extending stroke well over break of shoulder to high in neck
Better than average	20	High in shoulders but not consistently getting over break
AVERAGE	15	Reaching between flat of shoulder to high in shoulder
Weaker than Average	10	Front of cinch to flat of shoulder
SORRY	5	Not getting ahead of cinch

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BAREBACK BRONC RIDING

PURSE \$10,145 AND TROPHY



The higher and wilder a bareback rider throws his legs and spurs the better his marking. A strong hand and fine sense of balance are needed to keep from being jerked away from the handhold, a situation that generally leads to a buck-off.

The main things to watch a rider for, are how far he rolls his spurs up the horses neck to the withers (the length of his lick), how wild he spurs and how well his toes are turned out. When a bareback horse lunges ahead, the rider has his spurs against the horse, absorbing much of the power of this forward motion. Then he jerks his knees, rolling his spurs up the horses neck. The higher up he can do this, the better he is scored for the ride.

A rider is disqualified for failing to keep his spurs above the point of the horses shoulder until after the first jump out of the chute; touching animal or equipment with his free hand or bucking off before the official end of the eight second ride.

THE RODEO COWBOY



The rodeo cowboy earns no salary, draws no expense allowance, has no guaranteed annual wage. His only income is what he can win in a fiercely competitive sport, where he must not only win over the other cowboys he competes against, but the rank animals he competes on. And he must pay for the privilege — entry fees that run up to \$100 per event per rodeo.

What draws rational men to this sport, where the rules are stacked against him in favour of the animal? He can be killed by a flying hoof or a thrusting horn — or win more money in a minute than most men make in a month. The money is part of the answer. If a man's good he might get rich. The world's champion all-around cowboy wins over \$35,000 a year and his travelling expenses and his entry fees cost him about half of that.

But if he's only average — and any sport has more also-rans than champions — he'll win closer to \$3,000 a year. Obviously, money isn't the whole answer.

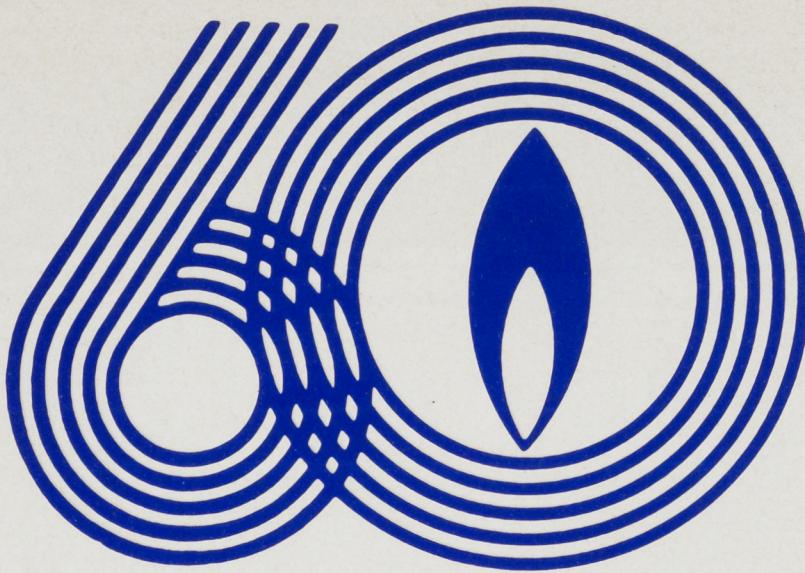
Why does he do it? The answer lies in the nature of men who answer a challenge — the challenge of a bronc that "can't be rode" or a roping time that can't be bettered.

The cowboy competes partly from boastfulness, partly on a bet and partly from sheer bravery. He chooses rodeo because he's willing to ride against the odds as long as he can ride in freedom.

In saddle bronc riding, if he draws an animal he's never seen before, he'll find out how he bucks, how to set his saddle and where best to take the rein. Who does he ask? The other bronc riders who are trying to beat him.

In steer wrestling, whether he wins depends on how fast he can catch a running steer jumping from the back of a highballing horse. To keep the steer running straight, he asks someone to haze for him. Who does he ask? Another steer wrestler entered in the same event.

It doesn't occur to a cowboy that he can improve his own chances of winning by lying just a little about a bronc or slowing just a touch on the steers. In any other sport, this would be called sportsmanship, but in rodeo this is a quality of honesty so taken for granted that it doesn't have a name. It's simply part of being a man.



Sixty years ago, in 1912, while a young cowboy with a vision was organizing what was to become the first annual Calgary Stampede, a young man named Eugene Coste was also realizing a vision: Natural gas for the people of southern Alberta

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CALF ROPING CONTEST

PURSE \$10,145 AND TROPHY



A coordinated effort of horse and rider, against time, calf roping has been honed to such high competitive polish usually only tenths of a second divide the winners. Since every phase of a roper's actions are planned to coincide with his mount, and disruption costs precious seconds.

The event calls for two or more timekeepers, field flag judge and scoretimer flag judge. Length of head-start given calf depends on arena size. Roper remains behind barrier until calf crosses the scoreline. Breaking the barrier adds ten seconds to roper's time.

Calves used may not average over 350 pounds. After the catch, roper must throw calf by hand, cross any three legs for the tie, then signal for time by raising his hands. Field judge then passes on the tie. Horses used may be any blood line but the most important requisite is heart.

PRIZE MONEY



A rodeo's prize money payoff actually is a combination of the purse money put up by that rodeo's committee and entry fees paid by each cowboy who is competing there.

This total is divided in established percentages based on the number of go-rounds at that rodeo. (to define a go-round, this is when each contestant has competed on one head of stock, comparable to tournament golfers being paid after each eighteen holes.)

The number of go-rounds decided upon is a simple matter of arithmetic; the number of entries in an event versus the number of performances to be held. The rodeo committee and their stock contractor normally determine how many go-rounds are to be held.

After the pre-determined number of go-rounds are completed and paid off, the highest total markings — in riding events — and the lowest times in roping and steer

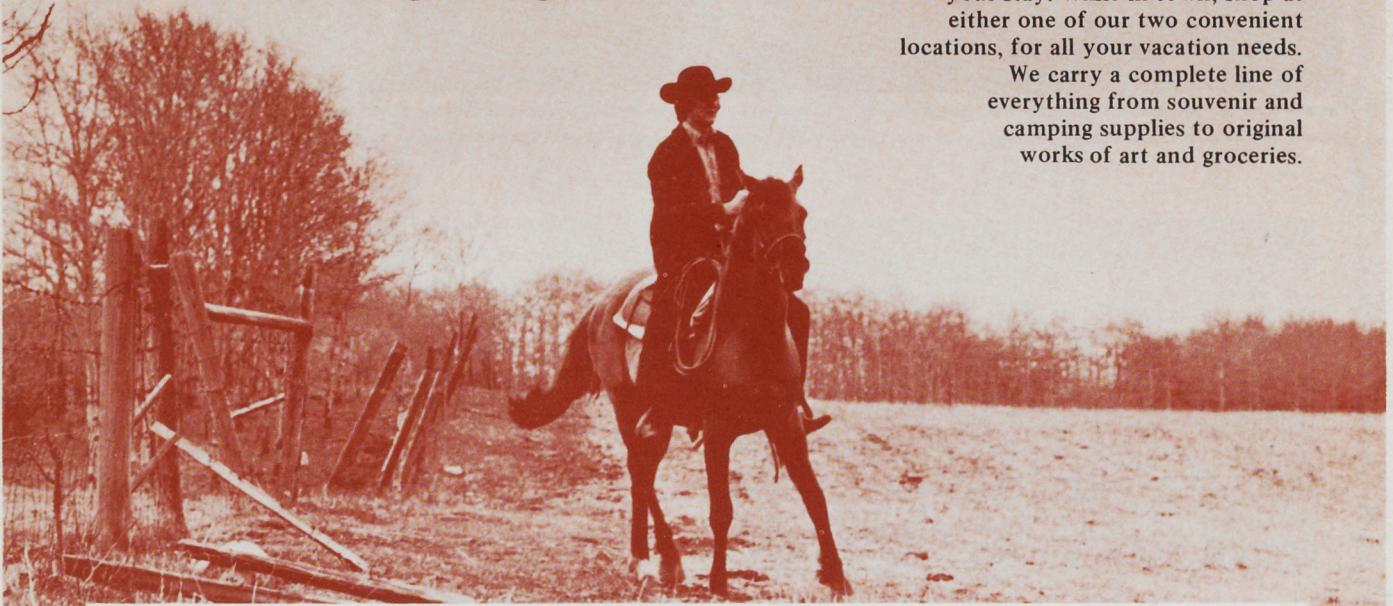
wrestling events — result in another and final payoff called "the average".

When prize money for each go-round comes to less than \$1,000.00 only four places are paid, in percentages of 40, 30, 20 and 10 percent. And this rule applies to the average as well.

If, however, the go-round total is \$1,000.00 or more, size places must be paid, split in the following percentages: 34, 26, 19, 9, 7 and 5. Again this also applies to the average.

With only two go-rounds held, go-rounds and average are equal in money; but for three go-rounds, the average payoff rises to one and one-half that in each go-round; in four go-rounds, the average is pushed to twice the amount of each go-round; and with five or more go-rounds, the average must total three times the amount in a go-round.

the Bay

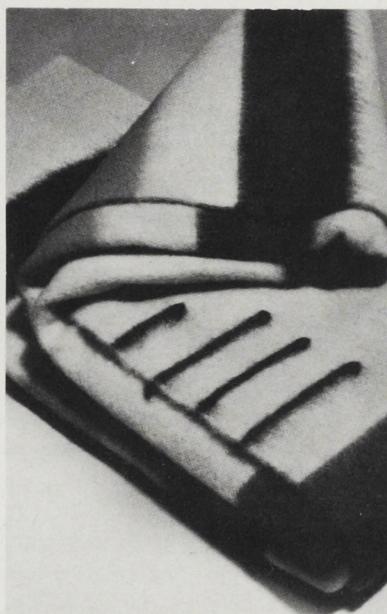


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STEER WRESTLING

PURSE \$10,145 AND TROPHY



Developed in the rodeo arena, steer wrestling like bareback bronc riding was never a part of ranch work. Its origin, more than forty years ago, is laid with a Black cowboy, Bill Pickett, while working with a Wild West show.

With time taken between flags, steer wrestling is a series of practiced moves beginning as a contestant, aided by another cowboy called the "hazer", leaps from a running horse to the steer's horns, bringing the animal to a halt and then wrestling it to the ground.

RODEO OFFICIALS



Those who judge rodeo events must be C.R.C.A. members in good standing and active contestants themselves. Where purse money is \$500.00 or over per event judges must be approved by the Association. A judge's decision is final. Later proved in error, he can be denied further judging jobs. Wages run from \$25 to \$100 per day depending on the size of the rodeo.

RIDING JUDGES draw all stock to be ridden. Identified by number, animals for each event are selected lottery fashion, i.e. rider's name is called then a number picked sight unseen from the total, usually held high in a hat over the judge's head.

Marking rides, judges post themselves on either side of the chute gate, allowing animal and rider to come out between them. Action is marked separately; figures

used are 1 - 25 on the rider's action. 1 - 25 on the animal's antics. The four markings are total for the score.

FLAG JUDGES monitor time events (steer wrestling and all roping). Stock is drawn the same way as in riding events. Time is taken between flags, one judge at the starting scoreline, the other in the field.

LINE JUDGE decides legality of the start, field judge signals completion of the tie or thrown steer, as case may be. In roping events field judge must allow six seconds after signalling for time, to see if tie holds. If animal kicks free in that period, roper gets no time. The same men may serve as judges in both riding and timed events.

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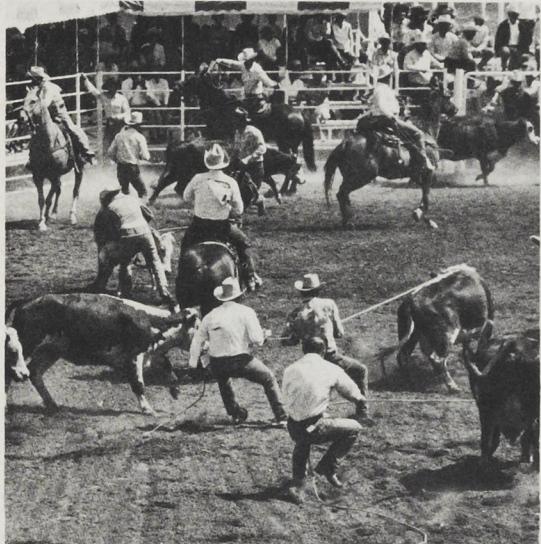
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WILD COW MILKING CONTEST

PURSE \$ 1,380 AND TROPHY



When the signal to start is given, a troop of cowboys dash madly down the arena and into the herd. Their ropers follow on horseback. As soon as a rider gets his rope over the head of a cow, he dismounts from his horse, "anchors" the cow at the end of his lariat and that is the signal for the milker to get into action.

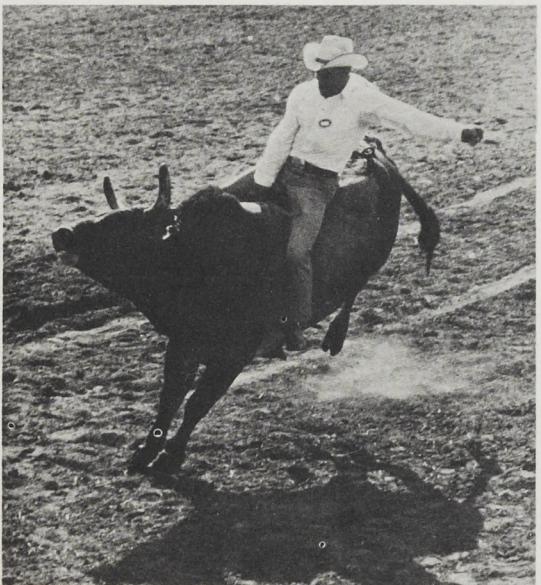
Trying to make a wild cow hold still long enough to pump a couple of inches of milk into a small milk bottle is a feat in itself.

Assuming that he does manage to obtain his required two inches of milk, he then runs back to the judges' stand at the west end of the arena.

The contestant with the required amount of milk in his bottle who gets there the fastest, is judged the winner.

BRAHMA BULL RIDING CONTEST

PURSE \$10,145 AND TROPHY



Some cowboys say a Brahma bull can buck anybody off, anytime they turn on full power. One thing is certain, the snuffy slack-hided animals devise much spine-rattling action in the arena. Staying in the middle of one calls for balance and a strong riding arm.

The rider tries to stay seated close up on his rope hand-hold, legs slightly forward gripping the bull's rib cage. Slipping back off the rope, thus straightening the riding arm usually causes the bull's power to jerk the rider off on the next jump.

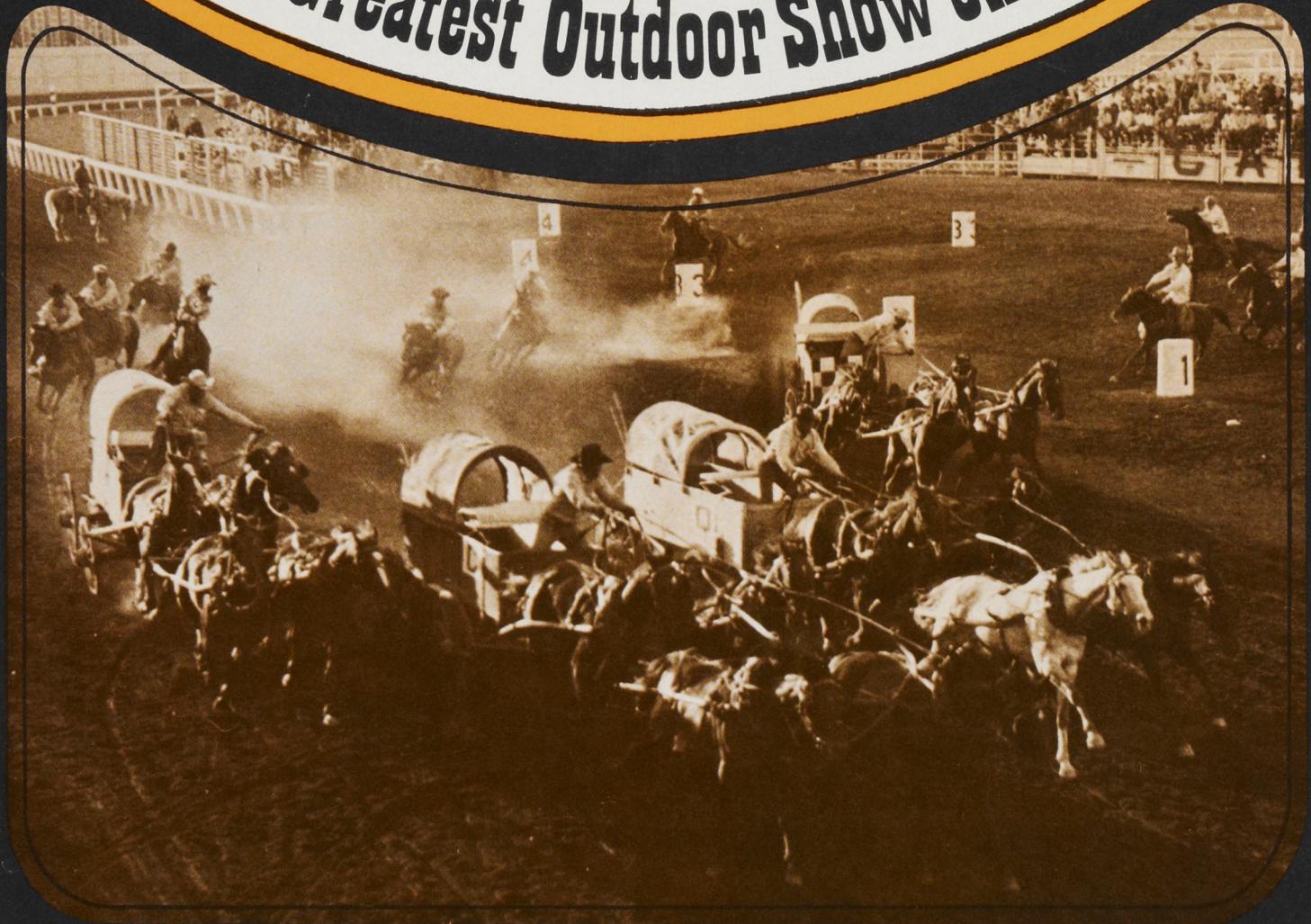
Spinning bulls are considered more hazardous than those who buck straightaway. There is more danger of being butted or trampled if a rider falls to the inside.

Bulls fight a man on horseback just as soon as one on foot so - unlike bucking broncs - no pickup men are used. Instead a rider dismounts on his own depending on the bull baiting clowns to keep the animal's attention while he gets out of range.

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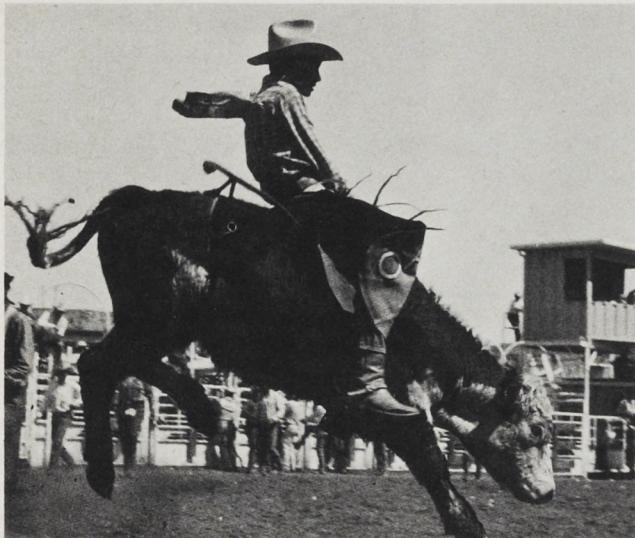
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BOYS' WILD STEER RIDING CONTEST

PURSE \$ 1,400 AND TROPHY



The old-timer sat atop the corral fence and chuckled as he watched 10- and 12-year-old youngsters try to ride fiery young steers.

"So long as we have youngsters who will take part in this event — the wild steer riding event at the Calgary Stampede — we'll never run out of cowboys for the major events at the Stampede."

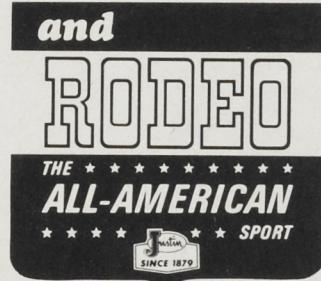
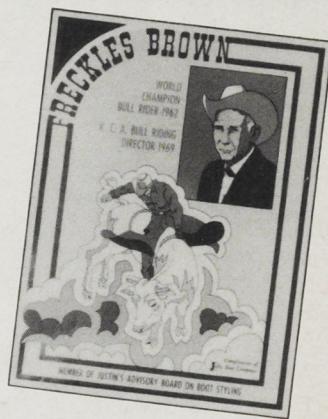
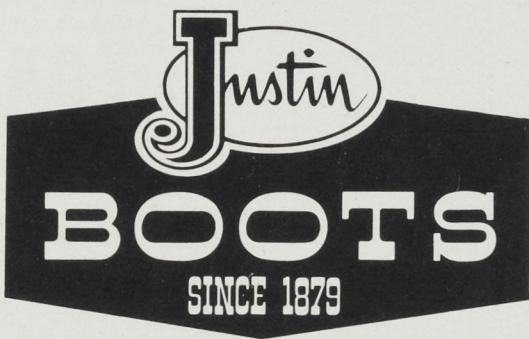
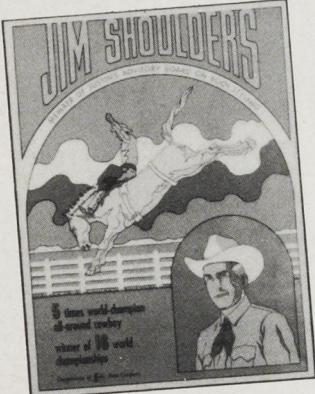
The boys' equipment is simple. All they need is a soft cotton "bull rope". Show officials supply the livestock and the cowbell.

Each contestant is required to stay aboard his animal for 8 seconds and if he moves his feet fore and aft, he can chalk up additional points.

In addition to day-money, the youngsters can win final money and some beautiful trophies.

The steers and young heifers used in this event are chosen with great care. Officials attempt to grade the animals for size and weight so that each youngster gets an equal chance to display his riding ability.

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CHUCKWAGON RACES

PURSE \$53,800 AND TROPHY



A sage once said that "imitation is the sincerest form of flattery". This is certainly true of the world's strangest and most exciting horse race, the famous Chuckwagon Race, one of the features of the annual Calgary Exhibition and Stampede.

Since the event gained world-wide publicity by reason of its wildness and thrills, other places in Canada and the United States have tried to copy it but with little success because it is a race that has its roots in the range districts of the Canadian west and with its wagons, outriders and the scores of horses which are required to stage it properly, it is much too expensive to cart around on the scale at which it is presented at the Calgary Stampede.

The Chuckwagon race originated at the 1923 Calgary Exhibition and Stampede. It stemmed from a wild dash across the prairie, raced by a bunch of roundup wagons as the cowboys headed for town after the roundup had been completed. Guy Weadick, originator and first manager of the Calgary Stampede, visualized a race where the roundup wagons could participate but under a clear set of rules.

The first series of races was planned and held in 1923, and from that day on the race has grown in interest and public appreciation.

At the present time the chuckwagon races at the Calgary Stampede involve a purse distribution of \$53,900. The rules of the race are simple enough. One entry consists of a regulation roundup wagon stripped to

the bare essentials. It is hauled by four thoroughbred horses and is flanked by four mounted outriders. There are usually four wagons to each heat which means that when the race is ready to start, 32 horses and four wagons are involved.

Before the start of the race, the four outfits take up places in the centre field. Tent poles and canvas are slung from the back of each wagon and the cook stoves must be on the ground.

All the outriders are dismounted. At the starting signal, one man throws the tent poles back into the wagon. Another snatches up and tosses the stove into the wagon. By this time the driver has gotten the team into action. He is required to drive around a set of barrels so as to execute a figure "8". He then heads his team and wagon for the racetrack and the wild half-mile dash begins. The wagons which make the best time in each heat are the winners of the day's money and the outfit which chalks up the best time for the week is the winner of the big final money.

Numerous penalties can be assessed against the entrants if they fail to comply with the rules. A whole battery of judges and officials watch every yard of the race from vantage points, and woe betide the outfit which infringes upon any of the many rules.

"The chuckwagon races as staged at the Calgary Stampede make the old Roman chariot races look pretty tame," one Hollywood motion picture director stated after seeing the races for the first time.

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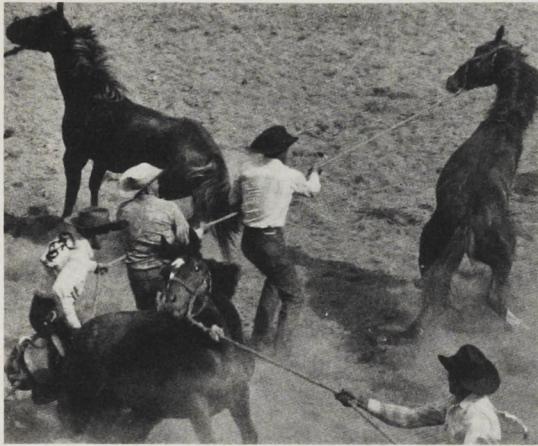
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WILD HORSE RACE CONTEST

PURSE \$ 2,480 (CASH TO WINNER — \$750)



The wild horse race is a team event. It requires three men to handle a wild horse and the race is run in this manner. Sixteen outlaws are "spilled" down the runways and into the sixteen chutes in the Stampede arena. Each chute holds one horse. A sixteen-foot rope is attached to the halter of each horse, and the team of three men take up positions. At a signal from the starter, all 16 chute gates are thrown open and out come 16 wild unmanageable horses who previously to being shipped to the Calgary Stampede, had not been touched by human hands.

In this particular contest, all the teams draw for their horses. It is not a question of dashing to the chutes in quest of a small horse or a mild looking one. They draw for chute numbers and they must accept the horse that finally winds up in this particular chute.

THE PROFESSIONAL BUCKING HORSE



The professional bucking horses of rodeo work less, live as well, and last longer than any other "working horse" in the world. Even more than the slick thoroughbreds cared for on the racing farms, the shaggy, ill-tempered bronc is the pampered prince of the equine kingdom.

Rodeo broncs buck in eight and ten second stretches. Even the busiest bucking horses are rarely turned out of the chute oftener than twice a week or more than thirty times a year. Thus, their "working" year is less than five minutes long.

No one can train a horse to buck. He either likes it or he doesn't. All his owners can do is to give him plenty of rest, feed and water and hope his morale stays high enough that he'll go on trying to flatten every rider who crawls on his back.

A big part of the morale building is letting the horse think he is winning. That's why the bronc ride in

professional rodeo is limited to either eight or ten seconds, depending upon arena conditions.

Bucking horses are at their worst the first twenty jumps from the chute and a cowboy who got past that first storm would have an odds on chance of riding the bronc from there on out.

Cruel treatment of bucking horses is a myth among misguided animal lovers. Besides being specifically forbidden by a set of rules — written in harmony by the Canadian Rodeo Cowboys Association and the Society for the Prevention of Cruelty to Animals — mistreatment of bucking horses would be a good way for any rodeo stock contractor to commit economic suicide. Under-fed horses simply won't buck at all.

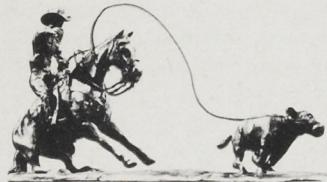
The average age of all bucking horses in pro rodeo is somewhere between twelve and fifteen years old and nearly every major bucking string boasts more than one old reliable past twenty.

1971 RODEO



North American Calf Roping Championship

Sicks' Lethbridge Brewery Limited Trophy
by Corne Martens, Coaldale, Alberta
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PHIL LYNE
World Champion
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North American Steer Wrestling Championship

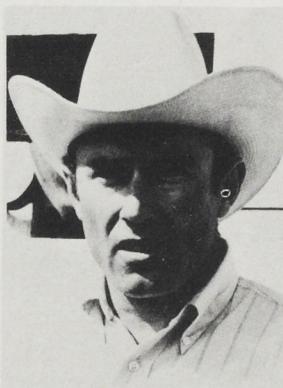
The Greyhound Trophy
by Gerald Tailfeathers, Cardston, Alberta
donated by Greyhound Lines of Canada Ltd.



BILL SMITH
World Champion
Saddle Bronc Rider

Calgary Stampede Wild Horse Race Championship

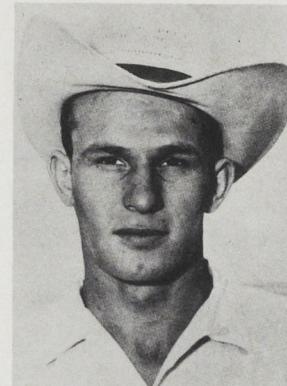
Canada Safeway Trophy
by Malcolm MacKenzie, Cochrane, Alberta
donated by Canada Safeway Limited



JOE ALEXANDER
World Champion
Bareback Rider

North American Saddle Bronc Championship

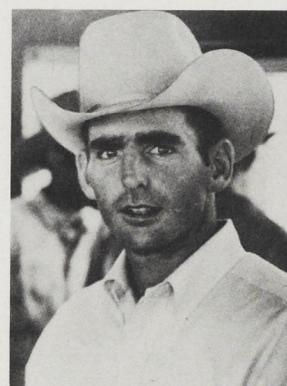
The A. E. Cross Memorial Trophy
by the late Doug Stephens, Calgary, Alta.
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BILLY HALE
World Champion
Steer Wrestler

Calgary Stampede All-Around Champion

CFCN Communications Trophy
by Gina McDougall, Calgary, Alberta
donated by CFCN Television



BILL NELSON
World Champion
Bull Rider

Calgary Stampede Wild Cow Milking Championship

Hutton's Limited Trophy
by Gerald Tailfeathers, Cardston, Alberta
donated by Hutton's Limited



CHAMPIONS



Calgary Stampede Novice Saddle Bronc Championship

*GWG Limited Trophy
by Richard Roenisch, Longview, Alberta
donated by GWG Limited*



TOM BEWS
Canadian Champion
Saddle Bronc Rider

All-Around Cowboy • Saddle Bronc Rider • Steer Wrestler

North American Bull Riding Championship

*The Doug Stephens Memorial Trophy
by the late Doug Stephens,
Calgary, Alberta
donated by Studio West Ltd.*



JIM GLADSTONE
Canadian Champion
Calf Roper

Calgary Stampede Barrel Racing Championship

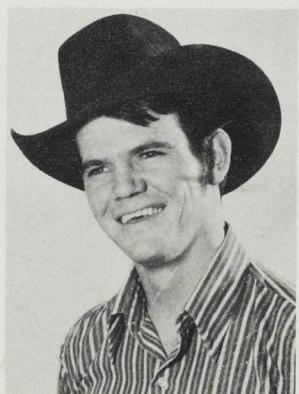
*CFAC Radio & Television Trophy
by Gina McDougall, Calgary, Alberta
donated by CFAC Radio & Television Stations*



DALE TROTTIER
Canadian Champion
Bareback Rider

North American Bareback Bronc Championship

*The Calgary Inn Trophy
by Malcolm MacKenzie, Cochrane, Alta.
donated by The Calgary Inn*



JOHN DODDS
Canadian Champion
Bull Rider

Calgary Stampede Boys' Steer Riding Championship

*The Calgary Herald Trophy
by Richard Roenisch, Longview, Alberta
donated by The Calgary Herald*



TOM DORCHESTER
Canadian Champion
Chuckwagon Driver

World Championship Chuckwagon Race

*The Gas Company Trophy
by Corne Martens, Coaldale, Alberta
donated by Canadian Western Natural Gas Company, Limited*



STAMPEDE

Down to the Paralyzer

CONTINUOUS MUSIC FROM 5:00 p.m. — 2:00 a.m. NIGHTLY



Kim Brothers (7)

Featuring

Kim Brothers (7)



The Drylanders

DIRECT FROM THE FLAMINGO HOTEL LAS VEGAS

**With Michie Sahara
&
The Drylanders
Doug Painter And His Trumpet**

**Sing Along
With Ruth Colman**

Nightly in The Kings Arms Tavern

Ireland's Travelling People

Nightly in The Rimrock Lounge

The Drylanders

In the Lobby 11:30 A.M. — 1:30 P.M.

STAMPEDE MENU

- Stampede Hot Beef Sandwich — on a french bun.
- Ranch Hand Special — French loaf filled with Ham, Cheese, Turkey, Tomatoes & Lettuce.

Refreshments
Served



in the Real Old
Western Style!

THE **Palliser**

KIN POWER



TICKETS
3 for **\$1.00**
OR
50¢ EACH

Four speed
manual transmission

mag wheels c/w
white lettered tires

Power steering

Power brakes

Radio

V8

454 Cu. in.

Pewter Silver

Color

Kinsmen Car Award

This is just one detail
from one cartoon.
Every cartoon is filled
with hilarious action.
11" x 8", ideal for
framing.



CARTOON KICKS WITH CAMERON!

New reissue of
the famous
collector's-item cartoons

The Stampede . . . the Trail Ride . . .
Stew Cameron saw the funny side! And so
will you, in these authentic reissues of
the cowboy-cartoonist's art in book form.
Each book contains a full set of cartoons,
easily removable for framing, plus
additional sketches from the artist's
early days on the packhorse trails.

Get them at your Bookstore or Newsstand
Or mail this coupon

To: Cameron Cartoons, Box 505, Calgary, Alberta
T2P 2J1

Please send the books I have checked below. I
enclose \$2 per book. (Plus 50¢ each for mailing
& handling.)

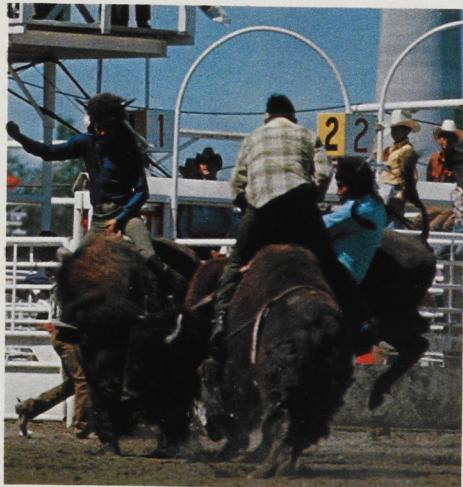
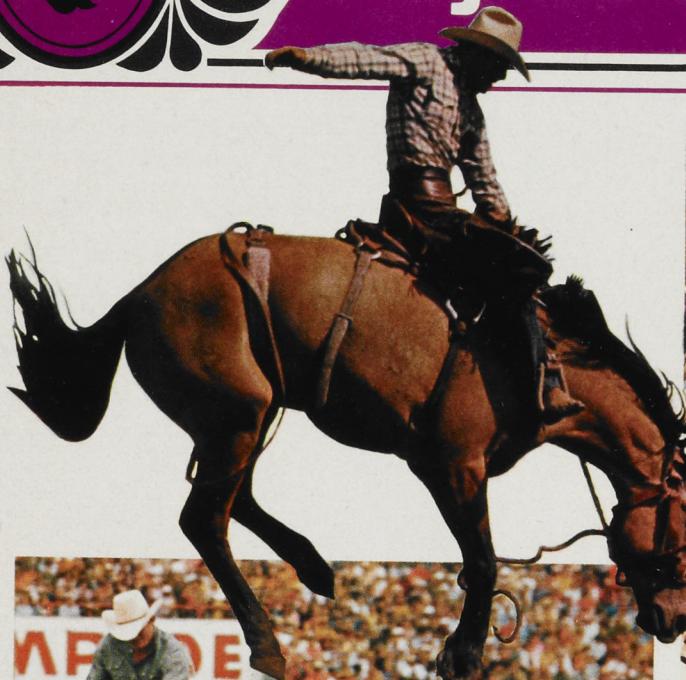
- What I Saw At The Calgary Stampede
- Let The Chaps Fall Where They May
- Weep For The Cowboy
- Pack Horse In The Rockies
(Dudes, Denims & Diamond Hitches)

NAME _____

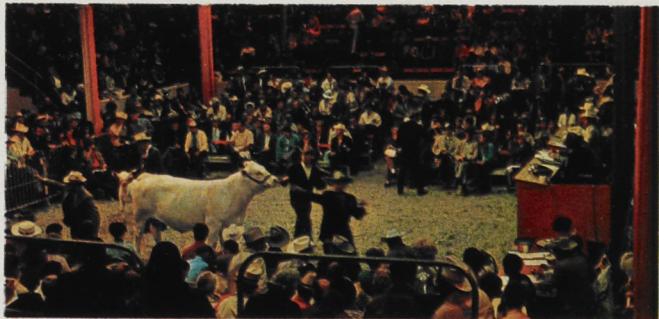
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Why it's called "THE GREATEST"



OUTDOOR SHOW ON EARTH'



Since the first Stampede, The Calgary Herald has grown by 95,000 copies. In 1912 The Herald was nearly 30 years old and had approximately 15,000 subscribers daily. In 1972 — 110,000 a day! It's the news medium Calgary people depend on. They believe in it.



THE CALGARY HERALD
A Southam Newspaper



PROGRAMME-THURSDAY, JULY 6

MORNING

9:30 — **Stampede Kick-off Parade.** Proceeds east on 9th Avenue from 8th St. S.W. to 2nd St. S.E. Parade Marshal is Mickey Mouse, direct from Disneyland.

9:30 — **\$75,000 Giveaway Pot O' Gold booths** open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold, plus five \$1,000 consolation prizes!

10:00 — **Stampede Futurity Sweepstake** booths open. Sweepstake final draw September 9 Grand prize \$100,000.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor — Open daily.

11:00 — Flare Square's 1972 presentation "Arts Alive" begins day's activities.

11:00 — **Big 4 Exhibits Building** — The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments. Indian handicrafts, Wine and Italian food Ristorante, Food Fair, Photo Salon.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer, in the Stampede Corral.

11:00 — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand; also Futurity Lounge.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian Activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world class bucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** with pari-mutuel betting. Eight races daily — in the Grandstand.

2:00 — **Official Opening** in Agriculture Building of the 1972 Agriscope presentation. "Horse Power — Alive".

5:00 — **Calgary Stampede Indian Princess contest**, in the Indian Village.

EVENING

6:00 — **Summertown '72** — in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including an original rock musical "Rollin Ratz" at 7:15, and one of Canada's top rock bands at 8:30.

7:15 — **Band Music** in front of the Grandstand.

8:00 — **World famous Chuckwagon Races**, in the Grandstand.

9:00 — Open Indian Dancing in the **Indian Village**.

9:00 — **Official Opening** of the Diamond Jubilee Calgary Stampede, by the Honourable Peter Lougheed, Premier of Alberta.

9:05 — **Grandstand Show**, featuring **The Young Canadians of the Calgary Stampede**, in a tremendous musical production interspersed with top variety acts.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O' Gold and Kinsmen Kar Award.

LIVESTOCK EVENTS — See Page 57 for full details.

PROGRAMME - FRIDAY, JULY 7



MORNING

8:30 — **Special Children's Day Show**, free in the Grandstand. Features pony chuckwagon races, high school and 4-H rodeo events and variety stage acts highlighted by Icarus The Birdman. All children 14 years of age admitted free to the Grounds until 10:30 a.m.

9:00 — **\$75,000 Giveaway Pot O' Gold** booths and **Stampede Futurity Sweepstake** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 9. Grand prize \$100,000.

10:00 — **Downtown Attractions** — The spirit of the Stampede moves downtown for a colorful hour and a half of chuckwagon breakfasts, square dancing, band music, Indian displays and mini-parades.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 — Flare Square's 1972 presentation "Arts Alive" begins day's activities.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer, in the Stampede Corral.

11:00 — **Big 4 Exhibits Building** — The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments. Indian handicrafts, Wine and Italian food Ristorante, Food Fair, Photo Salon.

11:00 — **Frontier Casino** in the **Big 4 Building**. A real western casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds every day until 12 noon.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian Activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world class bucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily in the Grandstand.

5:00 — Indian Dancing — **Indian Village**.

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:15, and one of Canada's top rock bands at 8:30.

7:15 — **Band Music** in front of the Grandstand.

8:00 — **World Famous Chuckwagon Races**, in the Grandstand.

9:00 — Open Indian Dancing in the **Indian Village**.

9:00 — **Presentations** to Stampede Queen Patti Girling and Princesses Dawn McLean and Diane Wallace. Grandstand Stage.

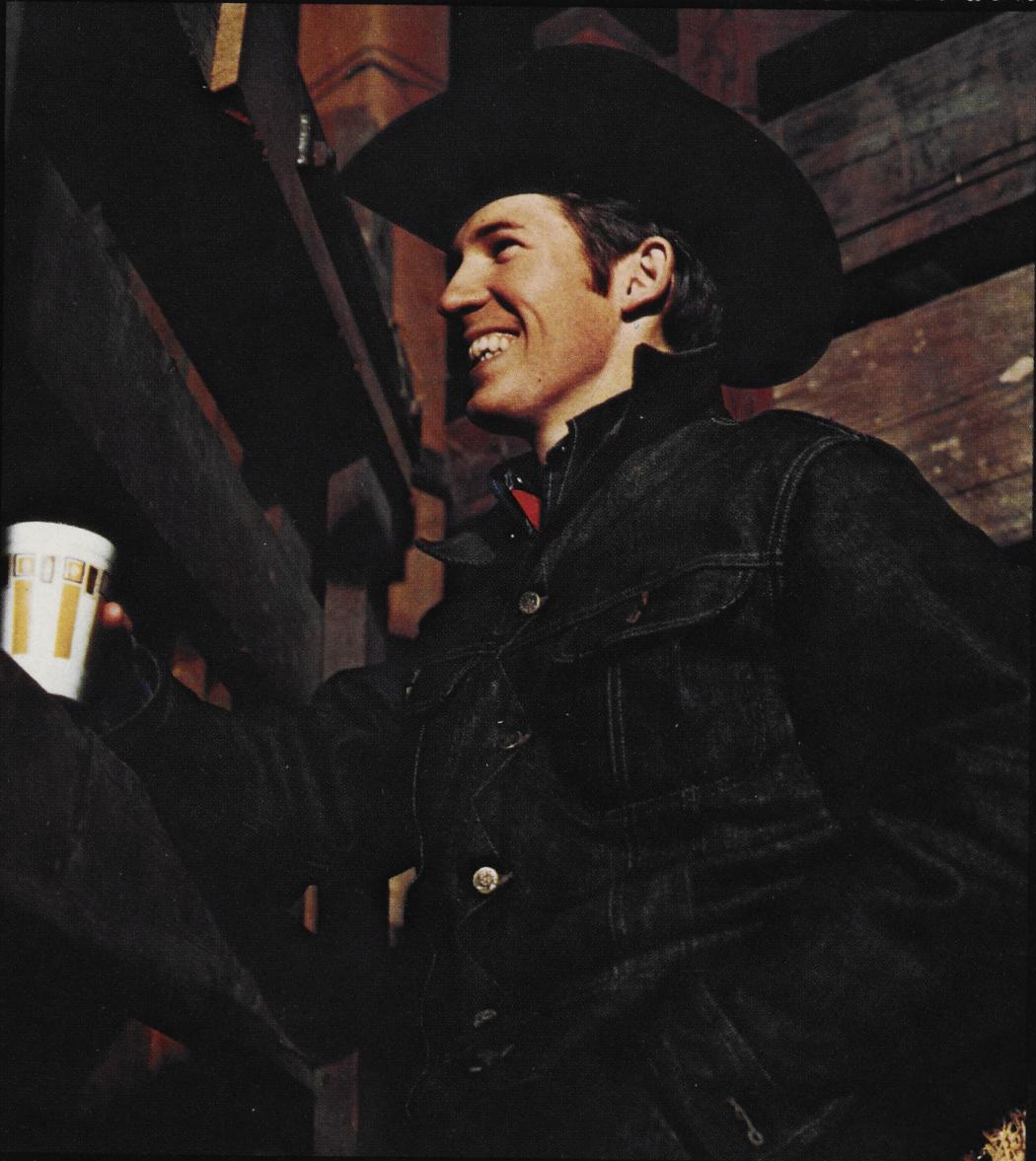
9:05 — **Grandstand Show**, featuring **The Young Canadians of the Calgary Stampede**, in a tremendous musical production interspersed with top variety acts.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O' Gold and Kinsmen Kar Award.

LIVESTOCK EVENTS — See Page 57 for full details.

THE LEE RIDER: BOBBY BERGER, NFR BULL RIDING CHAMP 1969 & 1971



"You got two types of bulls. Some spin and try to throw you out. Some spin and try to drop you down the well. Down there, that's where you get crunched.

"I had this old bull at Sidney last year. He dropped me down the well, caught me mid-air with a horn, and ripped the seams out of my jeans. 'Course, that's before I switched to Lee Riders."



LEE RIDER JEANS, JACKETS & SHIRTS

H. D. Lee Company of Canada, Ltd. No 1# Alma-Marta,
715 Bonaventure, Montreal, 114, P.Q. Canada

A subsidiary of VF Corporation

PROGRAMME - SATURDAY, JULY 8



MORNING

8:00 — **Heavy Horse Display** — Grandstand Infield — Free Attraction.

9:30 — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

9:45 — **Heavy Horse Display** — Grandstand Infield — Free Attraction.

10:00 — **Stampede Futurity Sweepstake** booths open. Final draw September 9. Grand prize \$100,000.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor — Open daily.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer in the Stampede Corral.

11:00 — **Big 4 Exhibits Building** — The modern **Big 4 Building** has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Wine and Italian food Ristorante, Food Fair, Photo Salon.

11:00 — Flare Square's 1972 presentation "**Arts Alive**" begins day's activities.

11:00 — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest best lighted and equipped midway in the world.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian Activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world class bucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily, in the Grandstand.

5:00 — Ladies Dance Competition — **Indian Village**.

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:30 and one of Canada's top rock bands at 9:00.

7:15 — **Band music** in front of the grandstand.

8:00 — **World Famous Chuckwagon Races**, in the Grandstand.

9:00 — **Grandstand Show**, featuring the Young Canadians of the Calgary Stampede, in a tremendous musical production interspersed with top variety acts.

9:00 — Open Indian Dancing in the **Indian Village**.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O' Gold and Kinsmen Kar Award.

LIVESTOCK EVENTS — See Page 57 for full details.



HAND CHEMICAL INDUSTRIES LIMITED

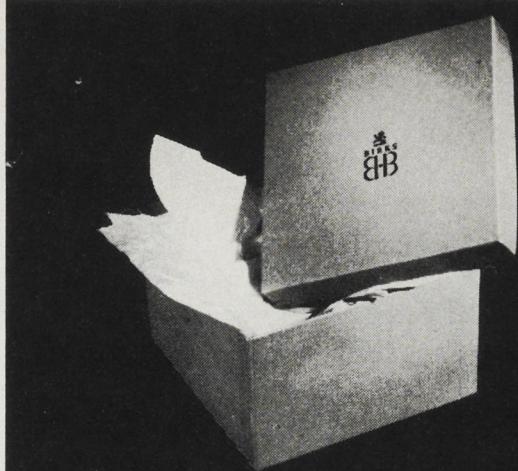
MILTON, ONTARIO

PAPINEAUVILLE, QUEBEC

Suppliers of Fireworks for all important national events for over 97 years.

PRODUCERS OF QUALITY PLASTICS

Houseware — Medical Ware
Food Service



**someone's
very happy.**

The good things in life come in a Birks box. Sterling silver, fine jewels, diamonds and pearls. China, crystal, leathers. Objets d'art from around the world.

BIRKS
JEWELLERS

*Howdy Friends !
Welcome to the
Stampede !*

MEET YOUR NEIGHBORS
AT THE
CO-OP CENTRE
IN THE BIG 4 BUILDING



ALBERTA WHEAT POOL

A FARMER-OWNED CO-OPERATIVE
SERVING THE FIRST INDUSTRY OF THE WEST !

PROGRAMME - SUNDAY, JULY 9



MORNING

11:00 — All Indian Pow-Wow to 6 p.m., in Indian Village.
12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

AFTERNOON

12:00 — Big 4 Exhibits Building — The modern **Big 4 Building** has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Food Fair, Photo Salon.

12:00 — \$75,000 Giveaway Pot O' Gold booths and \$250,000 Stampede Futurity Sweepstake booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 9. Grand prize \$100,000.

12:00 — Flare Square's 1972 presentation "Arts Alive" beings day's activities.

12:00 — Royal American Shows on the Midway — only rides today.

1:00 — Big 4 Dining Lounge and Italian Ristorante open

1:00 — Plate Room Dining Lounge opens — Grandstand.

2:00 — Grandstand Free Show — Today only. Top variety program.

5:00 — First Go Round — World Chicken Dance Competition — Indian Village.

EVENING

6:00 — Summertown '72 in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:30, and one of Canada's top rock bands at 9:00.

7:15 — Band music in front of Grandstand.

7:30 — Six-horse team driving competition — Grandstand

8:00 — World famous chuckwagon races, in the Grandstand.

9:00 — For the first time, the Calgary Stampede presents a complete Sunday evening Grandstand performance, featuring The Young Canadians of the Calgary Stampede, in a tremendous musical production interspersed with top variety acts.

11:00 — Dazzling display of high level fireworks.

LIVESTOCK EVENTS — See Page 57 for full details.

Way back in 1912, when Calgary
ran the first Stampede,
the favorite brand of cigarettes
was the same one
you'll find here today.



The real cigarette for real people

PROGRAMME-MONDAY, JULY 10



MORNING

9:00 — **Stampede Parade** — The Parade moves off at 9:00 a.m. sharp in downtown Calgary. Featuring Indians, cowboys, pioneers, bands and decorated floats. Parade Grand Marshal Chief Dan George.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer in the Stampede Corral.

11:00 — **Big 4 Exhibits Building** — The modern **Big 4 Building** has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' & school work departments, Indian handicrafts, Wine and Italian food Ristorante, food fair, photo salon.

11:00 — Flare Square's 1972 presentation "**Arts Alive**" begins day's activities.

11:00 — **Frontier Casino** in the Big 4 Building. A real western Casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

AFTERNOON

12:00 — **Winners' Circle and Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

12:00 — \$75,000 Giveaway Pot O' Gold booths \$250,000 **Stampede Futurity Sweepstake** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 9, Grand prize \$100,000.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian activities

2:00 — The greatest rodeo of them all, in the Grandstand. World champion cowboys pit their talent against world class bucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily in the Grandstand.

5:00 — **Second Go Round** — World Chicken Dance Championships — **Indian Village**..

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:30, and one of Canada's top rock bands at 9:00.

7:15 — **Band music** in front of the Grandstand.

7:30 — **Horse Power — Alive!** Feature event — Grandstand.

8:00 — **World Famous Chuckwagon races**, in the Grandstand.

9:00 — **Grandstand Show**, featuring **The Young Canadians** of The Calgary Stampede, in a tremendous musical production interspersed with top variety acts.

9:00 — Open Indian Dancing in the **Indian Village**.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O' Gold and Kinsmen Kar Award.

LIVESTOCK EVENTS — See Page 57 for full details.



CALGARY STAMPEDE

WIN \$75,000 POT O' GOLD

BE FINANCIALLY INDEPENDENT FOR LIFE!

The Pot of Gold at the end of the Rainbow!
An opportunity to fulfill your life's dreams.
A brand new home! A world trip! A car!
A lifetime investment! Freedom from
financial worry! But you need the ticket to
do it all! Make sure yours is in that drum
when the magic moment arrives.

• **GRAND PRIZE \$50,000 IN GOLD**

To be awarded Saturday, July 15, at 12 midnight. Draw to be made at the Grandstand.

• **EIGHT DAILY PRIZES OF**

\$2,500 EACH To be awarded July 6, 7, 8, 10, 11, 12, 13, 14 at 11:15 p.m. at the main Pot O' Gold Booth on the Midway, southwest end of the Grandstand.

• **FIVE CONSOLATION PRIZES OF**

\$1,000 EACH To be awarded Saturday, July 15 after the draw for the \$50,000 grand prize at 12 midnight.

TICKETS/BOOKS OF SEVEN FOR \$5.00

(TWO extra chances to win in every book of tickets) or \$1.00 per ticket

Available only on the Stampede Grounds July 6 - 15

Tickets sold by the Calgary J. C.'s

YOU DON'T HAVE TO BE PRESENT AT THE DRAW TO WIN!

No matter where you live, your prize will be awarded to you.

PROGRAMME - TUESDAY, JULY 11



MORNING

SENIOR CITIZENS DAY — This special day will honor all senior citizens 65 years of age and over. Free admittance all day to the Grounds. Registration and special activities in Fort Calgary at northwest corner of Grounds.

9:30 — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws except Sunday at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 — **Downtown Attractions** — The spirit of the Stampede moves downtown for a colorful hour and a half of chuckwagon breakfasts, square dancing, band music, Indian displays and mini-parades.

10:00 — **Stampede Futurity Sweepstakes** booths open. Final draw September 9, Grand Prize \$100,000.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer in the Stampede Corral.

11:00 — **Frontier Casino** in the Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — Flare Square's 1972 presentation "Arts Alive" begins day's activities.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world classbucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily.

5:00 — **Third Go Round** — World Chicken Dance Championships — **Indian Village**.

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:30, and one of Canada's top rock bands at 9:00.

7:15 — **Band music** in front of the Grandstand.

8:00 — **World famous chuckwagon races**, in the Grandstand.

9:00 — **Grandstand Show**, featuring The Young Canadians of The Calgary Stampede, in a tremendous musical production interspersed with top variety acts.

9:00 — Open Indian Dancing in the **Indian Village**.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O' Gold and Kinsmen Kar Award.

LIVESTOCK EVENTS — See Page 57 for full details.

EDMONTON'S

KLONDIKE DAYS EXPOSITION

*invites you to put on a
happy face - July 20-29*



You've enjoyed the Calgary Stampede! But who says you can have fun only once a year? Now head north to Edmonton. Capture the Gold Rush spirit of '98. So much to see! So much to do!

• KLONDIKE PALACE • KLONDIKE VILLAGE • SILVER SLIPPER SALOON • CHILKOOT GOLD MINE • MAN THE DAREDEVIL • GOLDEN GARTER • HORSE RACING DAILY • SPORTEX EXHIBITS • MAGIC PANTRY

see you at Edmonton's happy face place!

PROGRAMME - WEDNESDAY, JULY 12



MORNING

9:30 — **\$75,000 Giveaway Pot O'Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws, except Sunday, at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 — **Downtown Attractions** — The spirit of the Stampede moves downtown for a colorful hour and a half of chuckwagon breakfasts, square dancing, band music, Indian displays and mini-parades.

10:00 — **Stampede Futurity Sweepstake** booths open. Final draw September 9, Grand prize \$100,000.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer in the Stampede Corral.

11:00 — Flare Square's 1972 presentation "Arts Alive" begins day's activities.

11:00 — **Big 4 Exhibits Building** — The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Wine and Italian food Ristorante, Food Fair, photo salon.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world class bucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily in the Grandstand.

5:00 — **Fourth go-round** — World Chicken Dance Championships — **Indian Village**.

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:15, and one of Canada's top rock bands at 8:30.

7:15 — **Band music** in front of the Grandstand.

8:00 — **World Famous Chuckwagon Races**, in the Grandstand.

9:00 — **Grandstand Show**, featuring **The Young Canadians of The Calgary Stampede**, in a tremendous musical production interspersed with variety acts.

9:00 — Open Indian Dancing in the **Indian Village**.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O' Gold and Kinsmen Kar Award

LIVESTOCK EVENTS — See Page 57 for full details.

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PROGRAMME - THURSDAY, JULY 13



MORNING

9:30 — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Pot O' Gold daily draws, except Sunday, at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold.

10:00 — **Downtown Attractions** — The spirit of the Stampede moves downtown for a colorful hour and a half of chuckwagon breakfasts, square dancing, band music, Indian displays and mini-parades.

10:00 — **\$250,000 Stampede Futurity Sweepstake** booths open. Final draw September 9. Grand prize \$100,000.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer in the Stampede Corral.

11:00 — Flare Square's 1972 presentation "**Arts Alive**" begins day's activities.

11:00 — **Big 4 Exhibits Building** — The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian Handicrafts, Wine and Italian food Ristorante Food Fair, Photo Salon.

11:00 — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

11:00 — **12 x 12 Club** — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world class bucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily, in the Grandstand.

5:00 — **Fifth go-round Chicken Dance Championships** — **Indian Village**.

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin Ratz" an original rock musical at 7:30, and one of Canada's top rock bands at 9:00.

7:15 — **Band music** in front of the Grandstand.

7:30 — **Horse Power — Alive!** Feature event — Grandstand.

7:45 — **Finals of World's Chicken Dance** and presentation of "Youth of the Year" Award in the Grandstand.

8:00 — **World Famous Chuckwagon Races**, in the Grandstand.

9:00 — **Grandstand Show**, featuring **The Young Canadians of The Calgary Stampede**, in a tremendous musical production interspersed with variety acts.

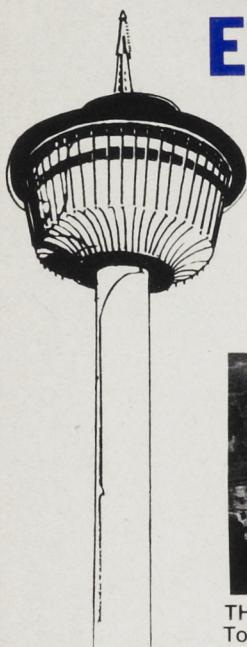
9:00 — Open Indian Dancing in the **Indian Village**.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O'Gold and Kinsmen Kar Award.

LIVESTOCK EVENTS — See Page 57 for full details.

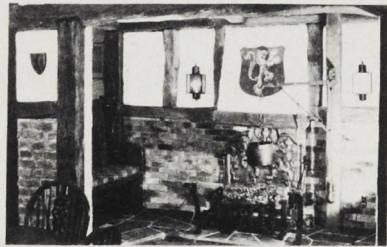
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NOTICE
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PROGRAMME - FRIDAY, JULY 14



MORNING

8:30 — **Special Children's Day Show**, free in the Grandstand. Features pony chuckwagon races, high school and 4-H rodeo events and variety stage acts highlighted by Icarus The Birdman. All children 14 years of age and under admitted free to the Grounds until 10:30 a.m.

9:00 — **\$75,000 Giveaway Pot O' Gold** booths and **\$250,000 Stampede Futurity Sweepstake** booths open on the Grounds to serve you. Pot O' Gold daily draws, except Sunday, at 11:45 p.m. for \$2,500 in gold. Final Saturday at midnight Grand Draw in the Grandstand for \$50,000 in gold. Sweepstake final draw September 9, Grand prize \$100,000.

10:00 — **Downtown Attractions** — The spirit of the Stampede moves downtown for a colorful hour and a half of chuckwagon breakfasts, square dancing, band music, Indian displays and mini-parades.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer in the Stampede Corral.

11:00 — **Big 4 Exhibits Building** — The modern Big 4 Building has 160,000 square feet of display space and is air cooled for your comfort. Commercial exhibits, fine art and handicrafts, ladies' and school work departments, Indian handicrafts, Wine and Italian food Ristorante, Food Fair, Photo Salon.

11:00 — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 noon every day.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

2:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world class bucking stock. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus The Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily, in the Grandstand.

5:00 — Junior Chicken Dance Championships — **Indian Village**.

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:15, and one of Canada's top rock bands at 8:30.

7:15 — **Band Music** in front of the Grandstand.

8:00 — **World Famous Chuckwagon Races**, in the Grandstand.

8:30 — **World Championship Wrestling**, in the Pavilion.

9:00 — **Grandstand Show featuring the Young Canadians of The Calgary Stampede**, in a tremendous musical production interspersed with variety acts.

9:00 — Open Indian Dancing in the **Indian Village**.

11:00 — Dazzling display of high level fireworks.

11:45 — Draws for \$2,500 in Pot O' Gold and Kinsmen Kar Award.

LIVESTOCK EVENTS — See Page 57 for full details.

Saddle Tramp - Bush Camp

Invites you to BANFF AREA:

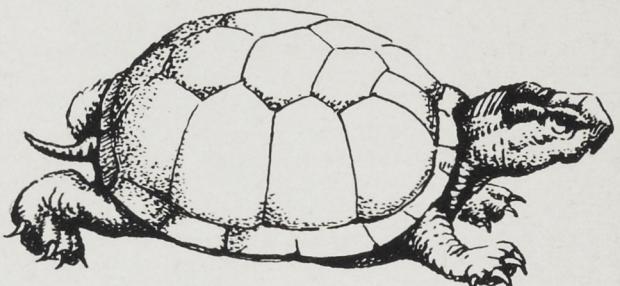
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PROGRAMME - SATURDAY, JULY 15



MORNING

9:00 — **Saturday Morning Round-up**, in the Grandstand. Completely revamped for the Diamond Jubilee Stampede, this special performance will highlight a matched roping contest between seven-time world champion Dean Oliver and Canadian champion Jim Gladstone, rodeo finals of the Children's Days events, chuckwagon racing, ladies barrel racing, and many other exciting events.

9:30 — **\$75,000 Giveaway Pot O' Gold** booths open on the Grounds to serve you. Tonight at midnight Grand Draw in Grandstand for \$50,000 in gold, and five \$1,000 consolation prizes.

10:00 — **Stampede Futurity Sweepstake** booths — Final draw September 9, Grand prize \$100,000.

10:30 — **Big 4 Lounge and Dining Lounge** — Upper Floor. Open daily.

11:00 — **Stampede Saloon** — Wild, Wet and Western, this new addition to the Calgary Stampede offers continuous entertainment while you can enjoy a cool refreshing beer in the Stampede Corral.

11:00 — Flare Square's 1972 presentation "Arts Alive" begins day's activities.

11:00 — **Frontier Casino** — Lower Floor Big 4 Building. A real western casino in full western decor. Try your luck at roulette, blackjack and the wheels.

11:00 — **Royal American Shows** on the Midway. The world's greatest midway. Provides rides, shows, games, on the latest, best lighted and equipped midway in the world.

12 x 12 Club — All children 12 years of age and under admitted free to the Stampede Grounds until 12 Noon every day.

AFTERNOON

12:00 — **Winners' Circle & Plate Room** — Licensed dining lounge in the Grandstand, also **Futurity Lounge**.

1:00 — Five teepees open for inspection in the **Indian Village** to 8:00 p.m. Demonstration of Indian activities.

2:00 — **The greatest rodeo of them all**, in the Grandstand. World champion cowboys pit their talent against world class bucking stock, in the finals of the 1972 Stampede. Special attractions include an exhibition of old time bronc riding, wild buffalo ride and Icarus the Birdman and his exciting aerial act.

2:00 — **Thoroughbred Horse Racing** commences, with pari-mutuel betting. Eight races daily, in the Grandstand.

5:00 — Open Chicken Dance Demonstration — **Indian Village**.

EVENING

6:00 — **Summertown '72** in the yellow and white tent village directly south of The Big Four. Completely produced by youth for youth, Summertown features a coffeehouse, films, exhibits and great entertainment including "Rollin' Ratz" an original rock musical at 7:30, and one of Canada's top rock bands at 9:00.

7:15 — **Band Music** in front of the Grandstand.

7:30 — **Horse Power — Alive!** Feature event — Grandstand.

8:00 — **World Famous Chuckwagon Races**, in the Grandstand.

9:00 — **Grandstand Show featuring The Young Canadians of The Calgary Stampede**, in a tremendous musical production interspersed with variety acts.

9:00 — Open Indian Dancing in the **Indian Village**.

11:00 — Dazzling display of high level fireworks.

12:00 — **Draws for feature prizes** in Kinsmen Kar Award, on roof of main Kinsmen booth at southeast corner of The Big Four.

12:00 — **Grand draw for \$50,000** in the Pot O' Gold and five \$1,000 consolation draws. On grandstand stage.

LIVESTOCK EVENTS — See Page 57 for full details.



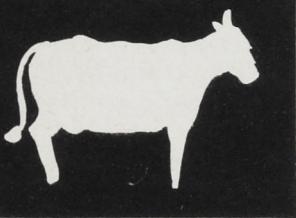
DISTRIBUTION OF 1972 CALGARY EXHIBITION & STAMPEDE **LIVESTOCK PRIZE MONEY**

BEEF SECTION



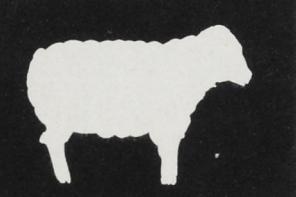
Beef Section:—	
Shorthorns	\$ 8,200
Aberdeen-Angus	8,200
Hereford	8,200
Charolais	7,200
Galloway	3,850
Steer Class	1,100
	\$36,750

DAIRY SECTION



Dairy Section:-	
Holsteins	7,530
Ayrshires	7,530
Jerseys	7,530
Guernseys	7,530
Interbreed Best Udder Class	965
	\$31,085

SHEEP SECTION



Sheep Section:-	
Suffolks	2,400
Corriedales, N C Cheviots & Hampshires	3,900
2 breeds with lowest entry show together for \$2,100 and remaining breed shows for \$1,800.	
Interbreed Market Lamb Class	350
	\$ 6,650

SWINE



Swine:-		
Yorkshires	2,800	
Other Breeds	2,800	
Interbreed Barrow Class	400	
		\$ 6,000

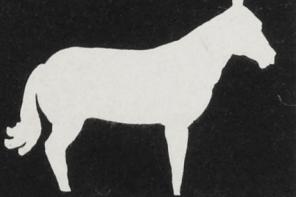
The above prize money offered will be paid by:

Calgary Exhibition & Stampede – \$44,252.50

**SUB
TOTAL \$80,485**

The Calgary Exhibition & Stampede offer the following money for the Horse Section:

HORSE SECTION



Horse Section:-		
Clydesdale	1,320	
Percherons	1,320	
Belgians	1,320	
Draught Horses	2,255	
		\$ 6,215
Rabbit Section	1,250	

GRAND TOTAL \$88,450

LIVESTOCK JUDGING PROGRAMME-1972



			Ring No.
Thur. July 6th	9:00 - 5:00 p.m. 6:00 p.m. 4:30 p.m.	— — —	4H Sheep, Beef and Dairy Heavy Horse, Geldings followed by Clydesdales Galloway
			1 & 2 2 u
Fri. July 7th	9 - 12 noon 10:00 a.m. 2:00 p.m. 1:00 p.m. 6:00 p.m.	— — — — —	4H Beef and Dairy Charolais 4H Sale Percheron Belgian
			1 & 2 u 1 2 2
Sat. July 8th	10:00 a.m. 8:00 a.m.	— —	Charolais Sale Draught horses in harness
			1 infield
Sun. July 9th		—	Afternoon Driving Competition
Mon. July 10th	3:00 p.m. 3:30 p.m. 4:00 p.m. 5:00 p.m. 6:00 p.m.	— — — — —	Interbreed Market Lamb Class Interbreed Barrow Class Interbreed Steer Class Interbreed Best Udder Class Sheep (First ½ of Show)
			1 1 1 1 1
Tue. July 11th	9:30 a.m. 10:00 a.m. 4:30 p.m. 6:00 p.m.	— — — —	Swine Holstein Angus Sheep (Second ½ of Show)
			1 u u 1
Wed. July 12th	10:00 a.m. 4:30 p.m.	— —	Guernsey Hereford
			1 u
Thur. July 13th	10:00 a.m. 4:30 p.m. 8:00 p.m.	— — —	Jersey Shorthorn Dairy Princess Contest
			1 u 1
Fri. July 14th	10:00 a.m.	—	Ayrshire
			1

LIVESTOCK JUDGES FOR 1972 CALGARY EXHIBITION & STAMPEDE

Charolais — Pierre Boudry, Nevers, France.
Shorthorn — Neil Muirhead, Shellbrook, Sask.
Heavy Horses — Don Castagnasso, Charlotte, Mich.
Aberdeen-Angus — John Willmot, Milton, Ont.
Hereford — Carl Schielke, Carstairs.
Guernsey — Dale Cole, Vegreville.

Sheep — Ray Clarkson, Brampton, Ontario
Swine — Geo. Hartton, Belle Plaine, Sask.
Galloway — Dan Weppler, Bozeman, Montana
Holsteins — Ortin Eby, St. George, Ontario
Ayshire — Robert E. Ness, Howick, Quebec.
Jersey — Ralph Barichello, Langley, B.C.

The NEW LOOK



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PACIFIC 66 BRINGS A NEW LOOK
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At Pacific 66 we're proud of being a progressive company with a difference — and our "new look" credit card shows it! Use your Pacific 66 "Care Card" for convenient credit on quality petroleum products and service — including credit terms on tires, batteries, accessories and other major purchases. Tell your neighborhood Pacific 66 dealer that you'd like "the Care Card".

We honor all credit cards approved by dealer before purchase including Chargex.



We Care

GRANDSTAND SHOW PROGRAMME

Commemorating the Diamond Jubilee of the Calgary Stampede
and 60 years of art and culture.

Written, staged and directed by Randy Avery



1) "Arts Alive"

A tribute to the performing arts and Canada's Ethnic Cultures, featuring everyone — including the audience!

2) "Stampede—1912"

Part one — Symbolized by a cymbal crash and the brassy sounds of the **Calgary Stampede Marching Band**.

Part two — Part the curtain for the entrance of **Wilf Carter**, to many "Mr. Calgary Stampede". Our troubadour sings of 60 years of Stampede glory.

3) (Jack) "Benny Sent Them!"

His favorite jugglers for the past 60 years (though they are only 39) **The Rudenko Brothers**.

4) "The Roaring 20's and Traumatic 30's"

Part one — "Glamour", 1920 style, complete with parading show girls, chorus boys, a dancing soubrette and her pony line, tiers of stair cases and the "Charleston".

Part two — The noise of the 1930 Stampede was nothing compared to the crash of the Stock Market. Our clown-around Hobos "Walk Up The Avenue" on their uppers.

Part three — From residence in Montreal and the stage of the Desert Inn in Las Vegas, "a couple of swells", **The Agostinos**.

5) "It's A Kid's World"

Part one — 60 years of music, art and games favoured by generations of Canadian children.

Part two — Shades of Black Beauty, Lassie and Rin Tin Tin! — Children's lives have been brightened

by lovable animals. You'll love "Louie" presented by **Bob Williams**.

6) "Canada's Own"

THE YOUNG CANADIANS OF THE CALGARY STAMPEDE in a potpourri of song and dance. They open singing their own tune "I Love to be Fancy Free" while swinging on the bars of three giant Jungle Gyms and close with a delightful medley of old time favourites covering the 60 year span of the Stampede's existence . . . Lots of solos, big ensembles, youth, talent and energy make for a sparkling performance.

7) "The Silly Symphony"

Maestro "Johnny Puleo conducts the "orchestra" in a routine of pantomime virtuosity that has captivated audiences the world over for 40 years.

8) "The Anniversary Waltz"

We conclude with a salute to the men and women, past and present, whose work with and for the Calgary Stampede has brought music, art, fun and enjoyment to millions of visitors throughout the years.

Dance Director and Choreographer . . . Margot Gooder
Choreographer Bob Frellson
Musical Conductor Dr. Stan Finn
Orchestrations by John Danyluk
Choral Director Lloyd Erickson
Sets Designed by Laszlo Funtek
Custumes and Makeup by John Cox
Committee Chairman Brock Hammond

YOUNG CANADIANS OF THE CALGARY STAMPEDE SINGERS — 1971 / 72

(Female)	TEMINSKY, Nancy	SHERWOOD, Tim
ADAMS, Vicki	WALDBAUER, Monica	VOS, Dan
COHEN, Faye	WE LDEN, Carolyn	VOS, Tim
EBBERT, Sherri	WILSON, Melody	WHITE, Glen
FINN, Debbi		WOODWARD, Bill
HAMMOND, Cynthia	BABCOCK, Don	WOODWARD, Gerry
McRAE, Chris	CHESTERMAN, Bill	GARCIA Chris
MOORE, Noreen	DUMAN, Ken	BERTRAM, Rob
MOTHERWELL, Dickie		TAYLY, Terry
NADLER, Esta	FRANKIN, Dale	HAMMOND, Michele
NAYLEN, Anne	GORDON, Don	HAWKES, Terri
PAUL, Alexis	KASZAS, Ron	HEINS, Angie
PETTY, Lynn	MOORE, Russ	HRYCIW, Sherry
SHERWOOD, Debbie	OWENS, Tom	IANNONE, Lisa
SMITH, Susan	SABO, Russell	KALNY, Michele
SPENCE, Dawn	SCHUELZE, Merv	KILGOUR, Debbie

YOUNG CANADIANS OF THE CALGARY STAMPEDE DANCERS — 1971 / 72

BRENNAN, Janie	KNOWLTON, Barbara	PETCH, Lynda L.
BUCAR, Donna	KNOWLTON, Nancy	PETERS, Ronda
CHRISTENSEN, Kimmie	KRAFT, Carol	POWELL, Carolyn
COWIE, Shelagh	LEWIS, Julia	SIMPSON, Jill
CUNNINGHAM, Lori	LOWE, Lisa	SIRUP, Lois
DAVEY, Debra	LYNCH, Laurie	SLAVIN, Mary Jane
DEYL, Shellie	McKENZIE, Robin	SMITH, Rhonda
ELL, Kathy	McLACHLAN, Betty	STERN, Wendy
ELL, Carol	MCLEOD, Cindy	STEWART, Teresa
HADES, Brenda	MASSOLIN, Antoniette	STOSHNOF, Karen
HAMMOND, Michele	MENSINGER, Susan	TROBEC, Jacqueline
HAWKES, Terri	MESSINA, Giselle Rose	VOLLMER, Carol
HEINS, Angie	O'HARA, Tara	(Male)
HRYCIW, Sherry	OWENS, Brenda	CHRISTENSEN, Chris
IANNONE, Lisa	OWENS, Mary Ann	KOLODINSKY, Steve
KALNY, Michele	OWENS, Susie	LENNARD, Robbie
KILGOUR, Debbie	PAYNE, Lori	MASSOLIN, Leonard

WATCH YOUR TV SCREENS FOR MORE YOUNG CANADIANS!

Two big TV specials starring the huge corps of Young Canadians will be taped this summer . . . the first, taken during Stampede, will be aired in early fall. The second around Christmas time. If you like the kids we'd love to hear from you. Please write!

Wild! Wet! & Western!

Daily, July 6th to 15th
(except Sunday)

STAMPEDE CORRAL

11 a.m. to 12:30 a.m. (Midnight)

STAMPEDE SALOON



Continuous Entertainment featuring:

The Jack D'Johns Trio

The Frontier Follies — featuring Johnny Thorson and the Shirley Adams Dancers

Two great bands for your dancing enjoyment.

A BRAND NEW KIND of Stampede Fun!

Drop in, relax, hoist a "cool-one". Bring the gang—make it a party—whoop it up! Escape—take refuge in the cool corral—enjoy the brightest, gayest entertainment in Calgary. Whatever you do—don't miss this—the best fun spot of all!

HEARTY WESTERN STYLE FOOD - COLD BEER

Admission \$1.00 (good all day, including coming and going).

FLARE SQUARE SALUTES THE ARTS



Step into the Calgary Stampede's Flare Square — the seventh annual exhibit — this year featuring an unprecedented salute to the wonderful world of the Arts. In an unusual landscaped setting that is itself an expression of the arts of horticulture, architecture and exterior design, Arts Alive presents a festival of sound, shape, colour and action. Step in and enjoy live performances of music, drama and dancing; extensive galleries exhibiting a fascinating range of the arts, crafts and leisure pursuits; and participatory workshops in which you can personally experience the joys of creative expression.

Let's look at the many different parts of FLARE SQUARE. If music is your interest there is lots of it — all happy. You can hear a rich selection of entertainment ranging from authentic folk ballads to the rousing beat of the marching bands, the ones you enjoyed in the Parades.

A musical show troupe each day presents cameo productions featuring vaudeville, melodrama, concert coral, musical theatre, and grand opera. The Banff School of Fine Arts is in town, each day featuring a different part of their curriculum in two shows daily. The Bandstand is the site of four performances a day by several bands that were in the parades.

The excitement of live theatre is yours — the stage of the Kinsmen Centre is alive with inspiring dramatic performances. The variety of the presentations will delight people of all tastes. The skills of make-up, stage design, and costuming are available for all to see.

As you walk through the lush grounds of Flare Square you may suddenly be confronted by David Lander and his troupe who will perform on the spot — this is known as the Street Theatre and can happen any time . . . so be prepared.

Quality is the keynote and what you can expect to see upon entering the Visual Arts Exhibition in the Kinsmen Centre. The professional, high quality and exciting show features a wide range of the arts.

Painting, sculpture, graphics, photography, jewelry, weaving and ceramics are all included in the juried show. Artists from Alberta, British Columbia, Manitoba and Saskatchewan have contributed and one cannot help but be impressed with the tremendous talent that is on display. Allow yourself to browse and don't be surprised when you find yourself enjoying a familiar landscape,

questioning those hard edge forms, seeing for the first time a texture or colour. These art forms don't just happen, it takes years of study and practice.

One of the objects of this year's Flare Square is to make you realize that in a lot of the displays there perhaps lies a new interest for you. The conventional idea of "look but do not touch" does not apply when you step out into the demonstration area. Ever wonder how fabric is woven and just what a loom might look like. The magic of the potters wheel is yours to look at and give it a whirl . . . who knows, in the years to come you may be exhibiting. Children always play a part in Flare Square and this year they have a Pavilion of their own where you will see an art school in progress as well as the many masterpieces that come from our city schools.

Or perhaps your interest is food. The kitchen past, present and future is on display and don't forget that cooking, although essential, is one of the oldest forms of expression and one that we all participate in without knowing. The ethnic cultures are interestingly explored and years of tradition come forth in a strong positive way.

Now in its seventh successful year, Flare Square is an international award winning "show within a show", occupying 3½ acres on the Stampede Grounds, staged entirely by volunteers. Arts Alive is the result of the visions and labours of literally hundreds of people over the past 12 months.

See it and you'll agree that it is probably the most distinctive down to earth salute to the wonderful world of the arts that you have ever seen.





THOROUGHBRED RACING



A PADDOCK PRIMER FOR PUZZLED PATRONS

WHAT IS PARI-MUTUEL BETTING?

The pari-mutuel method of wagering was devised by Pierre Oller in Paris in 1872 to keep his money and that of his friends among themselves.

The distinguishing feature of mutuel betting is that it is the public who makes the odds and is a method by which the backer (bettor) wagers what he pleases on the horses of his choice. Another feature is the absolute fairness of the system. Pari-mutuel betting means, as the name implies, mutual betting or wagering among each other. In this operation the race course merely acts as a stakes-holder, deducting from the total pool the amount permitted legally by law.

(This is 5% provincial tax, 5% to horse owners in the form of purses, 4% to the track operator for salaries and maintenance, and 1/2 of 1% to the federal government for supervision.) The win price is decided by dividing into the straight betting pool the amount of money bet on the winner. The result is the "win" mutuels price. "Place" and "Show" prices are figured substantially the same, all under federal government supervision.

WHERE DOES THE BETTING TAKE PLACE?

At Victoria Park two areas are used for the buying of pari-mutuel tickets and the cashing of tickets by those who have selected winners.

The main betting area is at the east end of the grandstand at ground level, and the second is in the Clubhouse area on the mezzanine which features the new Winners Circle Lounge, Plate Room and Futurity Lounge.

WHAT ARE THE VARIOUS WAGERS THAT ONE CAN MAKE?

There are seven ways of wagering on the races at the Calgary Stampede.

- a.) Win or straight.
- b.) Second or place.
- c.) Third or show.
- d.) Combination or straight, place and show.
- e.) Daily Double.
- f.) Exactor.
- g.) Quinella.

These may be outlined as follows:

A.) WIN OR STRAIGHT

When you wager on a horse to win the horse must win for you to cash your ticket.

B.) SECOND OR PLACE

When you wager on a horse to place you have two chances to collect. Should the horse run first or second your ticket is good, but the odds are not as good as for a straight as the bettor has two chances.

C.) THIRD OR SHOW

When you wager on a horse to show you have three chances to collect. Should the horse run first, second or third your ticket is good, but the odds are lower than for straight or place betting.

D.) COMBINATION OR STRAIGHT, PLACE AND SHOW

When you wager a \$6 combination on a horse you, in effect bet \$2 to win, \$2 to place and \$2 to show and your ticket is cashable if the horse of your choice finishes in the first three.

E.) DAILY DOUBLE

The Daily Double is a wager in which the bettor attempts to select the winners of the first two races. Daily Double selections must be made and the ticket for both selections purchased prior to the closing of this pool before the running of the first half of the Daily Double.

F.) EXACTOR

The Exactor is a wager in which the bettor attempts to select the first two horses in the fifth race in the exact order of finish i.e. if one selects 1 and 6, 1 must win and 6 finish second for a winning selection. Should there be a dead-heat for first this will constitute the Exactor. If there is a dead-heat for second, payoffs will be on tickets naming the winner and each of the second place finishers in the correct order.

G.) QUINELLA

The Quinella is a separate pool on the last race only, in which the bettor attempts to select the first two horses that fill the first and second places, however they finish. Should there be a dead-heat for first place the pool will be divided among holders of the two horses finishing first. Should there be a dead-heat for second place, payoffs will be made on tickets coupling the winning horses with each of the horses finishing second.

Thoroughbred racing is exciting – and fun!

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ROYAL AMERICAN EXPOSITION

All the thrills and excitement of the 1972 Calgary Exhibition and Stampede will come to life on the fabulous Royal American Midway. Stampede visitors will enjoy the unusual when they ride the many new ride thrillers and see the new and fantastic shows along the glittering avenues of thrills and laughter. In their great tradition . . . The Royal American Shows will entertain Exhibition visitors, of all ages, from the moment the gates open until the Stampede ends.



CARL J. SEDLMAYR, JR.
General Manager

WE ARE PROUD TO BE PART OF THE CALGARY EXHIBITION AND STAMPEDE

**TO OUR VISITORS
FROM THE UNITED STATES**

Recapture the thrills and excitement of the Calgary Stampede when you return home. Ask your local librarian for information about the 27-minute prize-winning film **STAMPEDE FEVER**, now available, free, from many libraries in the United States. If not available in your home community, write to the following: —

Canadian Travel Film Library
2320 Carbide & Carbon Bldg.
230 North Michigan Ave.
Chicago, Ill. 60601

Canadian Travel Film Library
680 Fifth Ave.
New York City, N.Y. 10019

Canadian Travel Film Library
Ste. 1600 44 Montgomery
San Francisco, Calif. 94104

Canadian Travel Film Library
3 Grosvenor Square
London W.1, England
Phone: Mayfair 9492

La cinematheque de films touristiques Canadiens
15 rue de Berri
75 Paris 8e, France

Deutsches Filmzentrum e.V.
53, Bonn, Kronprinzenstr. 19, Germany

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OF THE BIG FOUR BUILDING**

and choose from a wide variety of domestic and foreign foods at the attractive booths lining the perimeter of the area.

Featuring: — Chinese Foods; Barbecued Beef and Ham; Hamburgers and Hot Dogs; Italian Foods; Old English Seafoods; Chip Steaks Broasted Chicken; Kosher Food; Desserts; Coffee, Tea, Milk Shakes; German Food.

After selecting the food of your choice, comfortable chairs and tables are provided in the cool, clean centre area accommodating up to eight hundred people.

Bottle Beer available at self-serve station.

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TOP COWBOYS IN WORLD RODEO HAVE COMPETED AT THE STAMPEDE

In the years which have elapsed since the Stampede championship cowboy contests have become a feature of the annual Calgary Stampede, every title winning cowboy in the history of Rodeo with the exception of steer ropers (there isn't any steer roping event at the Calgary Stampede) have contested at the Calgary Show.

It is the proud boast of the Calgary Stampede that more cowboys compete, more champions appear and more livestock is turned out of the chutes than at any rodeo anywhere else in the world.

1925 Breezy Cox, Salmonville, Arizona
 1926 Mike Stuart, Tulare, California
 1927 Pete Knight, Crossfield, Alberta
 1928 Slim Watrin, High River, Alberta
 1929 Earle Thode, Belvedere, South Dakota
 1930 Chuck Wilson, Fort Worth, Texas
 1931 Gene Ross, Salmonville, Arizona
 1932 Pete Knight, Crossfield, Alberta
 1933 Pete Knight, Crossfield, Alberta
 1934 Stub Bartlema, Arlington, Oregon
 1935 Turk Greenough, Red Lodge, Montana
 1936 Carle Thode, Casa Grande, New Mexico
 1937 John Jordan, Carlsbad, New Mexico
 1938 Earle Thode, Casa Grande, New Mexico
 1939 Guy Cash, White Bird, Idaho
 1940 Nick Knight, Cody, Wyoming

1923 Kenneth Cooper, Pierre, South Dakota
 1924 D. McDonald, High River, Alberta
 1925 Norman Edge, Cochrane, Alberta
 1926 Harry Knight, Banff, Alberta
 1927 Jack Hill, Calgary, Alberta
 1928 Norman Edge, Cochrane, Alberta
 1929 Herman Linder, Raymond, Alberta
 1930 Canada Kidd, Kinuso, Alberta
 1931 Canada Kidd, Kinuso, Alberta
 1932 Smoky Snyder, Kimberley, B.C.
 1933 Nate Waldron, Strathmore, Alberta
 1934 Herman Linder, Cardston, Alberta
 1935 Don Thompson, Black Diamond, Alberta
 1936 Herman Linder, Cardston, Alberta
 1937 Muff Doan, Halkirk, Alberta
 1938 Urban Doan, Halkirk, Alberta

1923 Casey Patterson, Gadsby, Alberta
 1924 V. McDonald, Olds, Alberta
 1925 Norman Edge, Cochrane, Alberta
 1926 Tom McCoy, Irricana, Alberta
 1927 Norman Edge, Cochrane, Alberta
 1928 Canada Kidd, Do Winton, Alberta
 1929 Frank Sharp, High River, Alberta
 1930 Eddie Woods, Emmett, Idaho
 1931 Smoky Snyder, Kimberley, B.C.
 1932 Smoky Snyder, Kimberley, B.C.
 1933 Frank Sharp, Black Diamond, Alberta
 1934 Herman Linder, Cardston, Alberta
 1935 Herman Linder, Cardston, Alberta
 1936 Herman Linder, Cardston, Alberta
 1937 Don Thompson, Black Diamond, Alberta
 1938 Herman Linder, Cardston, Alberta

1923 Dan Riley, High River, Alberta
 1924 Bagley & Lauder, Lacombe, Alberta
 1925 Collins & Ross, Lousana, Alberta
 1926 Dick Cosgrave, Cheadle, Alberta
 1927 Tom Lauder, Innisfail, Alberta
 1928 Tom Lauder, Innisfail, Alberta
 1929 Jim Ross, Elnora, Alberta
 1930 Dick Cosgrave, Michichi, Alberta
 1931 Clem Gardner, Pirmez Creek, Alberta
 1932 Jim Ross, Elnora, Alberta
 1933 Dick Cosgrave, Wayne, Alberta
 1934 J. C. Goettler, Do Winton, Alberta
 1935 Dick Cosgrave, Rosebud, Alberta
 1936 Dick Cosgrave, Rosebud, Alberta
 1937 Dick Cosgrave, Rosebud, Alberta
 1938 Dick Cosgrave, Rosebud, Alberta

1923 Pete Vandermeer, Calgary, Alberta
 1924 Pete La Grande, Pincher Creek, Alberta
 1925 Al Falconer, Cardston, Alberta
 1926 Harry Knight, Banff, Alberta
 1927 Pete Knight, Crossfield, Alberta
 1928 Leo Watrin, High River, Alberta
 1929 Herman Linder, Raymond, Alberta
 1930 Pete Knight, Crossfield, Alberta
 1931 Slim Watrin, High River, Alberta
 1932 Harry Knight, Banff, Alberta
 1933 Pete Knight, Crossfield, Alberta
 1934 Herman Linder, Cardston, Alberta
 1935 Harley Walsh, Madden, Alberta
 1936 Harley Walsh, Madden, Alberta
 1937 Jerry Ambler, Minburn, Alberta
 1938 Herman Linder, Cardston, Alberta

The list of champions at the Calgary show is growing steadily and each year finds new names added to the list. The ghosts of former rodeo greats ride through the centre-field and whenever cowboys gather, they live again the exploits of the champions of former years.

Here is the list of the winners of all championship events at the Calgary Stampede since 1923, the year the Stampede was "wedded" to the annual Calgary Exhibition.

Winners of the Saddle Bronc Riding Championship

1941 Jerry Ambler, Minburn, Alberta
 1942 Doff Aber, Newhall, California
 1943 Turk Greenough, Red Lodge, Montana
 1944 Bill Linderman, Red Lodge, Montana
 1945 Bill Linderman, Red Lodge, Montana
 1946 Jerry Ambler, Glenwood, Washington
 1947 Jim Like, Kim, Colorado
 1948 Bill Linderman, Red Lodge, Montana
 1949 Casey Tibbs, Fort Pierre, South Dakota
 1950 Casey Tibbs, Fort Pierre, South Dakota
 1951 Bill Linderman, Red Lodge, Montana
 1952 Frank Duce, Cardston, Alberta
 1953 Deb Copenhagen, Post Falls, Idaho
 1954 Marty Wood, Bowness, Alberta
 1955 Deb Copenhagen, Post Falls, Idaho
 1956 Bobby Robinson, Calgary, Alberta

1957 Marty Wood, Bowness, Alberta
 1958 Deb Copenhagen, Post Falls, Idaho
 1959 Winston Bruce, Calgary, Alberta
 1960 Jim Tescher, Sentinel Butte, North Dakota
 1961 Marty Wood, Bowness, Alberta
 1962 Leo Brown, Czar, Alberta
 1963 Ronnie Raymond, Pineville, Oregon
 1964 Marty Wood, Bowness, Alberta
 1965 Marty Wood, Bowness, Alberta
 1966 Bob Gottfriedson, Kamloops, B.C.
 1967 Chuck Swanson, Bear Creek, Montana
 1968 Kenny McLean, Okanagan Falls, B.C.
 1969 Jim Smith, Cody, Wyoming
 1970 Jerry Sinclair, Paradise Hill, Saskatchewan
 1971 Tom Tate, Sheridan, Wyo.

Winners of the Bareback Bucking Horse Riding Championship

1939 Chet McCarty, Cheyenne, Wyoming
 1940 Paul Carney, Galion, Alberta
 1941 Urban Doan, Halkirk, Alberta
 1942 Jack Wade, Halkirk, Alberta
 1943 Urban Doan, Halkirk, Alberta
 1944 Mitch Owens, Fresno, California
 1945 Gerald Roberts, Strong City, Kansas
 1946 Jimmy Schumaker, Phoenix, Arizona
 1947 Jimmy Schumaker, Phoenix, Arizona
 1948 Ken Brower, Manlyberries, Alberta
 1949 Gene Rambo, Shambdon, California
 1950 Casey Tibbs, Pierre, South Dakota
 1951 Bill Linderman, Red Lodge, Montana
 1952 Jim Shoulders, Tulsa, Oklahoma
 1953 Del Haverty, Benson, Arizona
 1954 Buck Rutherford, Boise, Idaho

1955 Gene Gunderson, Calgary, Alberta
 1956 Alf Owen, Patricia, Alberta
 1957 Don Wilson, Buffalo, Wyoming
 1958 John Hawkins, Abilene, Texas
 1959 Del Haverty, Casagrande, Arizona
 1960 Jack Buschbaum, Casselville, Wisconsin
 1961 George Myren, Viking, Alberta
 1962 Jim Roeser, Caldwell, Idaho
 1963 Buddy Peake, Tucson, Arizona
 1964 Doug Flanagan, Ponoka, Alberta
 1965 Jim Clifford, Ribstone, Alberta
 1966 Harry Tompkins, Dublin, Texas
 1967 Jim Mihael, Broomfield, Colorado
 1968 Clyde Vamvoras-Burk Burnett, Texas
 1969 Larry Mahan, Salem, Oregon
 1970 Paul Mayo, Fort Worth, Texas
 1971 Clyde Vamvoras, Devol, Okla.

Winners of the Bull Riding Championship

1939 Urban Doan, Halkirk, Alberta
 1940 Jack Wade, Halkirk, Alberta
 1941 Jerry Ambler, Minburn, Alberta
 1942 Jerry Ambler, Klamath Falls, Oregon
 1943 Jerry Ambler, Klamath Falls, Oregon
 1944 Muff Doan, Halkirk, Alberta
 1945 Jimmy Schumaker, Phoenix, Arizona
 1946 Johnny Tubbs, Valley, Washington
 1947 R. Thompson, Black Diamond, Alberta
 1948 Jim Shoulders, Tulsa, Oklahoma
 1949 Buck Rutherford, Nowata, Oklahoma
 1950 Jim Shoulders, Tulsa, Oklahoma
 1952 Jim Shoulders, Tulsa, Oklahoma
 1953 Gordon Earl, Newgate, B.C.
 1954 Gordon Earl, Newgate, B.C.
 1955 Buck Boyce, Fort Worth, Texas

1956 Dick Nash, Kindersley, Saskatchewan
 1957 Bruce Coker, Sutherland, Nebraska
 1958 Gil Garstad, Veteran, Alberta
 1959 Jim Shoulders, Henryetta, Oklahoma
 1960 Ed Letourneau, Davis, California
 1961 Bob Shepherd, Lovett, Texas
 1962 Billy Hand, West Palm Beach, Florida
 1963 Mac Griffith, Pendleton, Oregon
 1964 Joe Green, Sulphur, Oklahoma
 1965 Gid Garstad, Coronation, Alberta
 1966 Gid Garstad, Coronation, Alberta
 1967 Larry Condon, Omak, Washington
 1968 Tony Haberer, Mule Shoe, Texas
 1969 Gary Leffew, Santa Maria, California
 1970 Jack Ward, Odessa, Texas
 1971 Bill Nelson, San Francisco, Calif.

Winners of the Chuckwagon Race

1939 Gene Goettler, Do Winton, Alberta
 1940 Dick Cosgrave, Rosebud, Alberta
 1941 Chas. Lundseth, Bowden, Alberta
 1942 Dick Cosgrave, Rosebud, Alberta
 1943 Dick Cosgrave, Rosebud, Alberta
 1944 Theo Thage, Halkirk, Alberta
 1945 Alvin Hilker, Red Willow, Alberta
 1946 Johnny Phelan, Red Deer, Alberta
 1947 Johnny Phelan, Red Deer, Alberta
 1948 J. J. Swain, Innisfail, Alberta
 1949 Johnny Phelan, Red Deer, Alberta
 1950 Bob Heberling, Rosebud, Alberta
 1951 Willard & Nelson, Queenstown, Alberta
 1952 Commodore Allen, Vulcan, Alberta
 1953 Commodore Allen, Vulcan, Alberta
 1954 Commodore Allen, Vulcan, Alberta

1955 Hank Willard, Queenstown, Alberta
 1956 L. O. Nelson, High River, Alberta
 1957 Peter Bowden, Calgary, Alberta
 1958 Merle Anderson, Carbon, Alberta
 1959 Peter Bowden, Calgary, Alberta
 1960 O. Burkinshaw, Calgary, Alberta
 1961 O. Burkinshaw & Peter Bowden (tie) Calgary
 1962 Peter Bowden, Calgary, Alberta
 1963 Peter Bowden, Calgary, Alberta
 1964 Pratt & MacKay, Stettler, Alberta
 1965 Janko Bros., Lousana, Alberta
 1966 Siegurd Nielson, Standard, Alberta
 1967 Flett Bros., Handhills, Alberta
 1968 Garry Dorchester, Westerose, Alberta
 1969 John Irwin, Calgary, Alberta
 1970 Jack Shecter, Edmonton, Alberta
 1971 Tom Dorchester, Westerose, Alta.

Winners of the Novice or Canadian Bucking Horse Riding Championship

1939 Sykes Robinson, Cochrane, Alberta
 1940 Harley Walsh, Madden, Alberta
 1941 Wally Lindstrom, Airdrie, Alberta
 1942 Urban Doan, Halkirk, Alberta
 1943 Urban Doan, Halkirk, Alberta
 1944 Carl Olsen, Ribstone, Alberta
 1945 Frank Duce, Cardston, Alberta
 1946 Frank Duce, Cardston, Alberta
 1947 Bob Lauder, Elnora, Alberta
 1948 Jim Turner, Rock Creek, B.C.
 1949 Wilf Gerlitz, Black Diamond, Alberta
 1950 Len Harvey, Penticton, B.C.
 1951 Bill Johnson, Water Valley, Alberta
 1952 Bob Chalmers, Millarville, Alberta
 1953 Keith Hyland, Alsask, Saskatchewan
 1954 Alfred Owens, Ponoka, Alberta

1955 Jack Hooker, Palace Bait, Saskatchewan
 1956 Ray Vanderiett
 1957 Roy Robinson, Rockland, Idaho
 1958 Garth Maxwell, Viking, Alberta
 1959 Bob Gottfriedson, Kamloops, B.C.
 1960 Pete Brusiedhead, Cardston, Alberta
 1961 Wayne Vold, Do Winton, Alberta
 1962 Shawn Davis, Whitehall, Montana
 1963 Ivan Daines, Innisfail, Alberta
 1964 Jack Phipps, Cochrane, Alberta
 1965 Ivan Daines, Innisfail, Alberta
 1966 Mel Hyland, Port Kells, B.C.
 1967 John Picray, Sundre, Alberta
 1968 Ed Biegler, Eureka, Montana
 1969 Oliver Lewis, Vernon, B.C.
 1970 Rocky Hubley, Fort St. John, B.C.
 1971 Bart Brower, Chase, B.C.



THIS SWEEPSTAKE IS CONDUCTED BY THE CALGARY EXHIBITION & STAMPEDE UNDER THE AUTHORITY OF THE GOVERNMENT OF THE PROVINCE OF ALBERTA AND IS SUBJECT TO THE RULES AND REGULATIONS APPLICABLE THERETO.

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On the 12th running of the Calgary Stampede Futurity Stakes September 16, 1972 at Victoria Park, Calgary

YOU COULD ALSO WIN

Second Prize	\$25,000	Fourth Prize ...	\$ 7,500
Third Prize	\$12,500	Fifth Prize	\$ 4,500
Sixth to Twenty-Fifth ticket holders will divide			\$15,000
Seventy-Five cash prizes of \$100 each			\$ 7,500

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NOW TILL AUG. 28
WEEKLY GRAND PRIZE OF \$1,000
100 other weekly prizes of \$20

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Quantity

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(Remittance must accompany coupon)

Winners of the Boys' Wild Steer Riding Contest

1924 C. Brunner
 1925 W. Goodrich, Calgary, Alberta
 1926 Jas. R. Boyle, Calgary, Alberta
 1927 Joe Fox, Morley, Alberta
 1928 Bill Bagley, Lacombe, Alberta
 1929 Joe Fox, Morley, Alberta
 1930 Paddy Cayan, Wayne, Alberta
 1931 Gerald Ambler, Wainwright, Alberta
 1932 Joe Gray, Dog Pound, Alberta
 1933 Duncan Cragg, Lousana, Alberta
 1934 L. C. Cawsey, Bassano, Alberta
 1935 Bobby Swain, Calgary, Alberta
 1936 Joe Koontenay, Jr., Morley, Alberta
 1937 Archie Preston, Talbot, Alberta
 1938 Kenneth McLean, Edmonton, Alberta
 1939 Earl Mayfield, Gleichen, Alberta

1940 Glen Lee, Raymond, Alberta
 1941 George Aldorf, Wayne, Alberta
 1942 Lyle Doan, Halkirk, Alberta
 1943 Thomas Jerry, Cluny, Alberta
 1944 Horace Holloway, Jr., Morley, Alberta
 1945 Bob Duce, Cardston, Alberta
 1946 Red Mulgrew, Calgary, Alberta
 1947 Bob McKay, Black Diamond, Alberta
 1948 Harry Dodging Horse, Sarcee, Alberta
 1949 Thos. W. Lauder, Elmera, Alberta
 1950 Cody Morris, Black Diamond, Alberta
 1951 Charles Cassidy, Stettler, Alberta
 1952 James Gray, Calgary, Alberta
 1953 Tommy Yellow Sun, Cluny, Alberta
 1954 Bill Stuckey, Stettler, Alberta
 1955 Jerry Weiss, Hanna, Alberta

1956 Keith Powell, Turner Valley, Alberta
 1957 Frank Cocks, Strathmore, Alberta
 1958 Wayne Vold, De Winton, Alberta
 1959 Ivan Daines, Innisfail, Alberta
 1960 Ivan Daines, Innisfail, Alberta
 1961 Ivan Daines, Innisfail, Alberta
 1962 Franklin Daines, Innisfail, Alberta
 1963 John Dodds, Ponoka, Alberta
 1964 Bryan Anderson, Balzac, Alberta
 1965 Buddy Hamilton, De Winton, Alberta
 1966 Doug Vold, De Winton, Alberta
 1967 Brian Claypool, Saskatoon, Saskatchewan
 1968 Kevin Fox, Cardston, Alberta
 1969 Dale Greenwood, Lousana, Alberta
 1970 Cam Hamilton, De Winton, Alberta
 1971 Buddy Currie, Ponoka, Alberta

Winners of the Wild Horse Race

1940 DAY MONEY
 1941 " "
 1942 Urban Doan, Halkirk, Alberta
 1943 Chet Baldwin, Morley, Alberta
 1944 Ken Leadley, Hughenben, Alberta
 1945 John Spotted Eagle, Gleichen, Alberta
 1946 Cliff Vandergrift, Turner Valley, Alberta
 1947 Cliff Vandergrift, Turner Valley, Alberta
 1948 John Spotted Eagle, Gleichen, Alberta
 1949 Cliff Vandergrift, Turner Valley, Alberta
 1950 Bill Graham, East Coulee, Alberta
 1951 Cliff Vandergrift, Turner Valley, Alberta
 1952 Bill Graham, East Coulee, Alberta
 1953 Bill Graham, Drumheller, Alberta
 1954 Chip Nunamker, Arrowhead, Alberta
 1955 Cliff Vandergrift, Turner Valley, Alberta

1956 Don McLeod, Black Diamond, Alberta
 1957 Orville Strandquist, Scapa, Alberta
 1958 Cliff Vandergrift, Drayton Valley, Alberta
 1959 Cliff Vandergrift, Drayton Valley, Alberta
 1960 Len Chartier, Calgary, Alberta
 1961 Roy Groves, Carseland, Alberta
 1962 Bill Graham, East Coulee, Alberta
 1963 Orville Strandquist, Stettler, Alberta
 1964 Jim Clifford, Ribstone, Alberta
 1965 Cliff Vandergrift, Turner Valley, Alberta
 1966 Greg Kesler, Rosemary, Alberta
 1967 Greg Kesler, Rosemary, Alberta
 1968 Ernie Dorin, Bruce, Alberta
 1969 Ernie Dorin, Bruce, Alberta
 1970 Ernie Dorin, Bruce, Alberta
 1971 Don Copithorne, Calgary, Alberta

Winners of the Wild Cow Milking Contest

1940 Cliff Vandergrift, Turner Valley, Alberta
 1941 Fred Burton, Claresholm, Alberta
 1942 A. Galarneau, Finnegans, Alberta
 1943 Cliff Vandergrift, Turner Valley, Alberta
 1944 Johnny Left Hand, High River, Alberta
 1945 Cliff Vandergrift, Turner Valley, Alberta
 1946 Don Leask, Madden, Alberta
 1947 Bill McLean, Morley, Alberta
 1948 F. C. Stover, Tularosa, New Mexico
 1949 Fred Galarneau, Cardston, Alberta
 1950 Don Leask, Madden, Alberta
 1951 Mac Leask, Madden, Alberta
 1952 Mac Leask, Madden, Alberta
 1953 George Leask, Madden, Alberta
 1954 George Leask, Madden, Alberta
 1955 George Leask, Madden, Alberta

1956 Herb Christie, Cardston, Alberta
 1957 Reg Kesler, Rosemary, Alberta
 1958 Orville Strandquist, Byemoor, Alberta
 1959 Reg Kesler, Rosemary, Alberta
 1960 Cliff Vandergrift, Drayton Valley, Alberta
 1961 Alex Laye, Sounding Lake, Alberta
 1962 Reg Kesler, Rosemary, Alberta
 1963 Gilbert Bintz, Alsask, Saskatchewan
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Wilf Gerlitz, Youngstown, Alberta
 1966 Wilf Gerlitz, Youngstown, Alberta
 1967 Ed Cochran, Stavely, Alberta
 1968 Clark Schlosser, Stavely, Alberta
 1969 Lorne Wells, Midnapore, Alberta
 1970 Alan Currier, Czar, Alberta
 1971 Ed Cochran, Stavely, Alberta

Winners of the Cowboys' Calf Roping Championship

1940 Pat Burton, Claresholm, Alberta
 1941 W. M. Mounkes, Nanton, Alberta
 1942 Jack Morton, Warner, Alberta
 1943 Floyd Peters, Browning, Montana
 1944 Andy Gamin, Wilson, Oklahoma
 1945 Floyd Peters, Havre, Montana
 1946 Al Galarneau, Sunnyside, Alberta
 1947 George Leask, Madden, Alberta
 1948 F. C. Stover, Tularosa, New Mexico
 1949 Jimmie Cooper, Monument, New Mexico
 1950 Rudy Doucette, Phoenix, Arizona
 1951 Jim Stavely, Powhusko, Oklahoma
 1952 F. C. Stover, Tularosa, New Mexico
 1953 F. C. Stover, Tularosa, New Mexico
 1954 Cliff Vandergrift, Turner Valley, Alberta
 1955 Byron Wolford, Tyler, Texas

1956 Byron Wolford, Tyler, Texas
 1957 Sonny Hendrich, Clovington, New Mexico
 1958 Dean Oliver, Fort Worth, Texas
 1959 Dale Smith, Phoenix, Arizona
 1960 Dale Smith, Chandler, Arizona
 1961 Vernon Kerns, Heame, Texas
 1962 Mel Potter, Tucson, Arizona
 1963 Dale Smith, Chandler, Arizona
 1964 Dean Oliver, Boise, Idaho
 1965 Lee Farris, Sebastopol, California
 1966 Richard Stowers, Medill, California
 1967 Lee Cockrell, Panhandle, Texas
 1968 Lorne Wells, Midnapore, Alberta
 1969 Dean Oliver, Boise, Idaho
 1970 Warren Wuthier, Banner, Wyoming
 1971 Tooter Waites, Stephenville, Texas

Winners of the Canadian All-Round Cowboy Championship

1942 J. Robertson, Pincher Creek, Alberta
 1943 Wally Lindstrom, Airdrie, Alberta
 1944 Wally Lindstrom, Airdrie, Alberta
 1945 J. Robinson, Pincher Creek, Alberta
 1946 Frank Duce, Cardston, Alberta
 1947 Frank Duce, Cardston, Alberta
 1948 Ken Brower, Manyberries, Alberta
 1949 Reg Kesler, Rosemary, Alberta
 1950 Reg Kesler, Rosemary, Alberta
 1951 Harold Mandeville, Skiff, Alberta
 1952 Wilf Gerlitz, Black Diamond, Alberta
 1953 Gordon Earl, Newgate, B.C.
 1954 Gordon Earl, Newgate, B.C.
 1955 Wilf Gerlitz, Black Diamond, Alberta
 1956 Keith Hyland, Black Diamond, Alberta

1957 Keith Hyland, Black Diamond, Alberta
 1958 Wilf Gerlitz, Youngstown, Alberta
 1959 Wilf Gerlitz, Youngstown, Alberta
 1960 George Myren, Viking, Alberta
 1961 George Myren, Viking, Alberta
 1962 George Myren, Viking, Alberta
 1963 Kenny McLean, Okanagan Falls, B.C.
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Kenny McLean, Okanagan Falls, B.C.
 1966 Doug Flannigan, Okanagan Falls, B.C.
 1967 Tom Bews, Longview, Alberta
 1968 Kenny McLean, Okanagan Falls, B.C.
 1969 Gid Garstad, Black Diamond, Alberta
 1970 Gid Garstad, Black Diamond, Alberta
 1971 Kenny McLean, Vernon, B.C.

Winners of the North American All-Round Cowboy Championship

1943 Arnold Montgomery, Dorothy, Alberta
 1944 Bill Linderman, Red Lodge, Montana
 1945 Bill Linderman, Red Lodge, Montana
 1946 Bill Linderman, Red Lodge, Montana
 1947 Bill Linderman, Red Lodge, Montana
 1948 Bill Linderman, Red Lodge, Montana
 1949 Eddie Akridge, Beaver, Oklahoma
 1950 Gerald Roberts, Strong City, Kansas
 1951 Bill Linderman, Red Lodge, Montana
 1952 Wilf Gerlitz, Black Diamond, Alberta
 1953 Del Haverty, Benson, Arizona
 1954 Gordon Earl, Newgate, B.C.
 1955 Casey Tibbs, Fort Pierre, South Dakota
 1956 Keith Hyland, Black Diamond, Alberta
 1957 Keith Hyland, Black Diamond, Alberta

1958 Guy Weeks, Abilene, Texas
 1959 Del Haverty, Casagrande, Arizona
 1960 George Myren, Viking, Alberta
 1961 Guy Weeks, Abilene, Texas
 1962 Guy Weeks, Abilene, Texas
 1963 Mac Griffith, Pendleton, Oregon
 1964 Kenny McLean, Okanagan Falls, B.C.
 1965 Kenny McLean, Okanagan Falls, B.C.
 1966 Jim Houston, Omaha, Nebraska
 1967 Tom Bews, Longview, Alberta
 1968 Jim Houston, Omaha, Nebraska
 1969 Gid Garstad, Black Diamond, Alberta
 1970 Gid Garstad, Black Diamond, Alberta
 1971 Benny Reynolds, Dillon, Montana

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1969 Dave Penner, Scandia, Alberta
 1970 Ed Galemba, Stratford, Connecticut

1971 Billy Hale, Checotah, Oklahoma

1967 Ray Duval, Boynton, Oklahoma
 1968 Mack Shricker, Sutherlin, Oregon

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